

THE ANTECEDENTS AND CONSEQUENCES OF
RELATIONSHIP QUALITY IN
FINANCIAL SERVICES

Thesis submitted to the
Institute for Graduate Studies in Social Sciences
in partial fulfillment of the requirements for the degree of

Doctor of Philosophy
in
Management

by
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2006

ABSTRACT

The Antecedents and Consequences of Relationship Quality in Financial Services

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The main purpose of this study is to create a model explaining the antecedents and consequences of relationship quality in financial services context. The model is tested empirically in Turkey with the data obtained through the branches of a medium-sized bank and through a web-based survey designed for the research. The data was analyzed using structural equation modeling technique.

The findings indicate that salesperson's characteristics, customer's characteristics, relationship characteristics and service quality provide a statistically significant capability in predicting both trust and satisfaction constructs. Additionally, the results reveal that dimensions of relationship quality, trust and satisfaction, provide significant statistics in explaining relationship marketing effectiveness.

The main contribution of this thesis is the development of an extensive model which aims to outline the antecedents and consequences of relationship quality which is relatively neglected in services literature. The model proposed is unique in the sense that it integrates the literature on relationship quality and provides a basis for a comprehensive understanding of relationship quality with its antecedents and consequences.

ÖZET

Finansal Hizmetlerde İlişki Kalitesinin Belirleyicileri ve Sonuçları

Uğur Gökhan Özdiñ

Bu çalışmanın ana amacı, finansal servisler bağlamında ilişki kalitesini oluşturan değişkenleri ve bu ilişki kalitesinin sonucunda etkilenen unsurları anlamayı sağlayan bir model oluşturmaktır. Model Türkiye’de orta ölçekli bir bankanın şubeleri ve bu araştırma için hazırlanmış bir web sitesi aracılığı ile toplanan verilerle ampirik olarak test edilmiştir. Veriler, yapısal eşitlik modelleme tekniğı ile analiz edilmiştir.

Bulgular, satış temsilcisinin özelliklerinin, müşteri özelliklerinin, ilişki özelliklerinin ve servis kalitesinin hem güven hem de tatmin kavramlarını açıklamada istatistiksel olarak anlamlı sonuçlar verdiğini göstermektedir. Ayrıca sonuçlar, ilişki kalitesi unsurları olan güven ve tatmin kavramlarının ilişkisel pazarlamanın etkinliğini açıklamada istatistiksel olarak anlamlı değerler verdiğini ortaya koymuştur.

Bu tezin temel katkısı, hizmetler literatüründe nispeten ihmal edilmiş olan, ilişki kalitesini oluşturan değişkenleri ve ilişki kalitesinin neticesinde etkilenen unsurları açıklayan kapsamlı bir model oluşturmastır. Sunulan model, ilişki kalitesi ile ilgili literatürü bütünleştirerek, ilişki kalitesini oluşturan değişkenleri ve ilişki kalitesinin sonucunda etkilenen unsurları ayrıntılı bir şekilde anlamaya temel teşkil etme bakımından özgündür.

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Acknowledgements

When I was about to commence my dissertation, the process seemed to be quite hard and long that is why I could even not imagine that I would write the acknowledgement part one day. The dissertation has been several years in making and could never have been possible without the support and the contribution of many people. It is inevitable that I will not be able to list all of them, therefore please accept my deepest apologies in advance if you have been left out of the list.

Without any hesitation, I express my special thanks and gratitude to Prof. Muzaffer Bodur, who not only served as an advisor, but also helped, motivated, guided, challenged and encouraged me in each and every phase of this project. It was a great honor, a privilege and a pleasure for me to study with her, to be guided by her expertise and to be her student.

I also would like to thank to all the members of my thesis committee, Prof. Dr. Eser Borak, Prof. Dr. Gülden Asugman, Assoc. Prof. Cengiz Yılmaz, Prof. Dr. Zeynep Bilgin and Prof. Dr. Mustafa Dilber for their valuable comments, guidance and endless support throughout this hard and challenging period.

Additionally, I am also greatly indebted to all of my classmates, especially Ms. Aslıhan Kornoşor and Ms. Özge Şahin for their support, contribution and friendship; all of my friends and experts who participated in qualitative research studies and provided valuable inputs and comments; all of the consultants who shared their experience about the development of the banking sector and financial services in Turkey and all around the world; all of the banking personnel who assisted in the organization, delivery, realization and collection of the surveys in the

branches; and all of the customers who filled out the surveys both in the branches of the bank, and through the Internet and made this research possible.

And finally, I would like to thank my wife and my son, who endured this long and hard period with me, always offering support, motivation and love.

To my son Kerem and my wife Hülya,
For whom my heart beats

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CHAPTER I

INTRODUCTION

The traditional marketing paradigm has dominated marketing thought, research and practice for many years. During that time, the concepts of the marketing mix and the four Ps of marketing have been regarded as indisputable in academic research, and their validity has been taken for granted (Grönroos, 1989). However, the globalization of business, technological developments, increased awareness of the importance of customer retention and customer relationship economics, among other trends, have dictated changes in mainstream marketing research. Relationship marketing is one of the leading new approaches to marketing which has entered the marketing literature (Grönroos, 1994) and started attracting great interest among academics and practitioners.

The maturation of the markets and the fierce competition dictates firms to develop new methods to increase customer retention, which has been shown to increase profitability (Rust and Zahorik, 1993; Fornell and Wernetfelt, 1987). In its simplest form, the aim of relationship marketing is to establish, maintain and enhance the relationships at a profit so that the objectives of both parties are met (Grönroos, 1994). Sheth and Parvatiyar (1995a) and Aijo (1996) emphasize that relationship marketing involves a dynamic process with continuity as an important

objective. Raval and Grönroos (1996) suggest that the success of a relationship that is a mutually profitable relationship for supplier and buyer depends on the ability to provide episode value and relationship value continuously. Although several academics in different disciplines of marketing have measured the relationship quality between manufacturers and resellers (e.g. Dorsch et al., 1998; Kumar et al., 1995) and between salespeople and customers (Crosby et al., 1990; Bejou et al., 1996), there exists no model of relationship quality with which service firms can measure the success and effectiveness of their relational programs.

The main purpose of this study is twofold: To discuss the factors affecting relationship quality and provide an assessment of the consequences of relationship quality, and to develop a model that depicts the antecedents and consequences of relationship quality in customer services. The discussion includes services marketing, sales and relationship marketing literature. The model proposed attempts to integrate services selling literature with relationship marketing theory.

Basically, the research aims to answer the following questions in the financial services selling context:

- What are the factors affecting relationship quality?
- How can relationship quality construct be measured?
- How can relationship marketing effectiveness construct be measured?
- Does relationship quality have an effect on relationship marketing effectiveness? If so, how?

Additionally, the research will investigate:

- Whether relationship quality construct is a distinct construct from service quality,

- Whether the intangible aspects of a relationship add any additional explanatory power over service quality in the assessment of trust, satisfaction and relationship marketing effectiveness,
- What types of customer are more receptive to relationship marketing?
- What characteristics of the seller, firm and the relationship facilitate or inhibit the establishment of relationship quality and relationship marketing effectiveness?

In the next chapter, the literature review including the development of relationship marketing, relationship marketing in services and customer services, relationship quality and the constructs used in the model will be presented. Chapter 3 will provide a detailed discussion of the research design and methodology whereas Chapter 4 will examine the findings of the survey. And finally, Chapter 5 will present a summary of the findings, implications and suggestions for further research.

CHAPTER II

LITERATURE REVIEW

The Development of Relationship Marketing

Although marketing practices can be traced back to ancient times, marketing, as treated by most textbooks today, was introduced around the 1960s (Grönroos, 1994). The marketing mix concept and the four Ps came to be treated as the basic model of marketing, focused on transactions and exchanges and dominated marketing philosophy. However, as noted by many scholars (Webster, 1992; Grönroos 1994), marketing is undergoing a re-conceptualization from transactions to relationships and the dominant logic for marketing is facing a shift from the exchange of tangible goods toward the exchange of services which implies a customer-centric and market driven strategy for marketers (Vargo and Lusch, 2004; Day, 2004). Several explanations of this transformation exist in the literature.

Palmer (2002) provides an environmental explanation of the evolution of relationship marketing. He argues that the changes in the technological environment, social environment, economic environment and political/legal environments were the drivers of the rapid rise of relationship marketing during the 1990s. The technological drivers included the developments of complex information systems

enabling firms to track their customers easily and effectively, and the development of database management systems which can keep and analyze huge customer information. In the social context, as Grönroos (1994) and Palmer (2002) suggest, following a prolonged period of world peace, traditional marketing strategy analogies based on confrontation no longer seemed appropriate. In another study, Palmer (2000) proposes that co-operation is not an innate human phenomenon, but individualism and competition may be crucial in creating a dynamic tension which moves a relationship forward. Palmer (2002) also proposes that the increasing role of women in buying and selling during the 1980s and 1990s was another social factor explaining the evolution and development of relationship marketing in that period. The extensive body of literature on differences in personality traits between males and females indicates that masculine gender traits being characterized as aggressive and instrumental, while feminine traits more commonly are associated with showing empathy and resolving conflicts through reconciliation (e.g. Palmer and Bejou, 1995). Therefore, Palmer (2002) proposes women as buyers and sellers are likely to bring values to commercial exchanges, which are more relational than transactional. Another social driver discussed by Palmer (2002) is the need for greater social responsibility in some sectors dictated by legislation and voluntary codes of conduct (e.g. long-life, high-risk financial services). Palmer (2002) discusses two important economic factors which have been advanced to explain the development of relationship marketing in the 1980s and 1990s. The first one is the realization of the cost effectiveness of retaining customers than to continually search for new ones. Information Technology (IT) has contributed to this realization by allowing easier and more efficient tracking of customers and the development of personalized

retention strategies. The second economic factor is the emergence of buyer-seller relationships as a point of sustainable competitive advantage. Palmer (2002) suggests that, in the political environment, the governments of many western countries in the 1990s sought to outsource many services provided to customers and encouraged the development of ongoing relationships between the two parties (e.g. private pension provisions where the existence of some form of relationship is a prerequisite to advice being given by a pension provider).

Sheth and Parvatiyar (1995a) discuss the emergence and development of relationship marketing by pointing out the shifts in the axioms of marketing. They indicate a shift from competition and conflict to mutual cooperation and choice independence to mutual interdependence. The first axiom of transactional marketing stating that competition and self-interest are the drivers of value creation is challenged by the scholars of relationship marketing, who believe that mutual cooperation leads to higher value creation (Morgan and Hunt, 1994). Relationship marketers believe that interdependencies reduce transaction costs and generate higher quality while keeping governance costs lower than does exchange marketing, thus challenge the second axiom of transactional marketing (Heide and John, 1992). Sheth and Parvatiyar (1995a) also argue that trade relationships, retaining customers, influencing repeat purchases, fostering trust were all critical elements of business practices in the pre-industrial era; however, with the advent of mass production and mass customization marketers began to adopt a more transactional approach. In this period, marketers became more concerned with the sale and promotion of goods and less with building ongoing relationships. In the post-industrial area, practice and managerial thinking began to recall the relationship-marketing concept. Sheth and

Parvatiyar (1995a) suggest that the factors underlying this transformation are: a) rapid technological advances in Information Technology; b) The adoption of total quality programs by companies; c) the growth of the service economy; d) organizational development processes leading to empowerment of individuals and teams; and e) an increase in competitive intensity leading to concern for customer retention.

Hunt and Arnett (2006) argue that the rise of strategic network competition is another major driver of the increasing popularity of relationship marketing. They discuss that as firms began cooperating within networks in order to compete with other networks, they started using relational marketing practices increasingly and this has given an impetus to the rise of relationship marketing.

Relationship Marketing in Services

The phrase relationship marketing appeared in services marketing literature, and in the marketing literature, for the first time in Berry's (1983) article, although other writers, including Berry, discussed in earlier works the importance of retaining customers (Berry 2002). According to Berry (1995), the drivers leading increased focus on relationship marketing in services are the maturing of services marketing, increased recognition of potential benefits for the firm and the customer, and technological advances. As many services exhibit intangibility, complexity, involvement and variability, which increase perceived risks associated with the service, customers are encouraged to remain with service providers they trust. Customers also can obtain social benefits from certain relationships (Czepiel, 1990;

Price and Arnould 1999). In his study of service companies, which have achieved sustained success, Berry (1999) has found considerable evidence of lifetime-customer creation. In his study, he observed that Dial-A-Mattress, a company that sells mattresses over a toll-free number and delivers them within any four-hour window the customer specifies, obtains about a third of its new business from customer referrals. Thus, Berry (2002) concludes that relationship marketing is quite applicable and may result to be quite profitable. According to Berry (1995), technology facilitates relationship marketing by: tracking the buying patterns and overall relationships of existing customers, customizing services, promotions and pricing to customers' specific requirements, coordinating or integrating the delivery of multiple services to the same customer, providing two-way communication channels, minimizing the service breakdowns, augmenting core service offerings with valued extras and personalizing service encounters as appropriate.

As Day (2000) points out, building close relationships is neither appropriate nor necessary for every market, customer or company and some customers want nothing more than the timely exchange of the product or service with a minimum of hassles. Accordingly, the idea of targeting the *right* customers has emerged in the literature (Reicheld 1993). On the other hand, some customers may be profitable as transactional customers, and may not be profitable as relationship customers, which implies a careful analysis of customer segments and marketing strategy to be applied in different segments. It also has been argued that unprofitable customers may be outsourced to other companies (Sheth et al., 2000). Berry and Parasuraman (1991) distinguish three levels of relationship marketing in services which rely on financial, social and structural bonds. Financial bonds primarily refer to the pricing incentives

to secure customers' loyalty (i.e. higher interest rates for older bank accounts). At the social bonds level, marketers attempt to capitalize on the reality that many service encounters also are social encounters and social bonding primarily involves personalization and customization of the relationship (i.e. communication with customers regularly through multiple means). At the structural bonds level, the solution to the customer's problem is embedded into the service delivery system and is no longer dependent upon the skill of the individual service provider (i.e. Federal Express's Power-ship program, which installs computer terminals in the offices of high-volume customers). Berry and Parasuraman (1991) propose that as the primary bonds move from financial to structural both the degree of service customization and the potential for sustained competitive advantage increase.

Trust is a fundamental concept in the relationship marketing literature. It is critical to the formation of service relationships because of the intangible nature of services (Morgan and Hunt, 1994; Parasuraman et al., 1991). Berry (1995) proposes that relationship marketers can show their trustworthiness by opening lines of communication, guaranteeing the service and providing a higher standard of conduct.

Relationship Marketing in Financial Services

The importance of building effective customer relationships increasingly is gaining attention in a range of marketing areas and particularly in organizational, service markets and in financial services as evidenced by a growing literature between financial service providers and customers (Axson, 1992; Palmer and Bejou, 1995; Rust and Zahorik, 1993). In the context of retail banking, relationship marketing is

defined to be “the activities carried out by banks in order to attract, interact with, and retain more profitable or high net-worth customers” (Walsh et al., 2004, pp. 469). In addition to the intangibility and inseparability characteristics of the services, financial services include some other market-specific characteristics which dictate service providers to establish a relationship-based marketing approach in services selling. The complexity of services, the high degree of perceived risk, the existence of substantial information asymmetries and the long-term nature of many services and products in financial services category mandate that service firms construct, develop and maintain satisfactory and effective customer relationships (Bejou et al., 1998). Accordingly, Barnes and Howlett (1998) argue that consumers are more likely to engage in relational behavior in financial services because of the complexity and long-term nature of the services. However, they also state that establishing relationships with customers is complicated in many countries, owing to multi-branch banks, the increased complexity of financial markets and saturated markets characterized by intense competition and the heavy use of technology in the delivery of services. In accordance, Prendergast and Marr (1994) have found empirical evidence that some customers are rejecting the use of technology in financial services in favor of a more traditional and personal form of relationship with their service provider.

The development of an effective relationship between buyers and sellers may include a range of organizational personnel beyond those in the immediate marketing function. Accordingly, Nordic authors propose that in addition to goods and information, several financial and social exchanges take place in a marketing network in which the marketing roles and forms of marketing are no longer very

clear. These exchanges and all sorts of interactions have an impact on the position of the parties in the network. Gummesson (1990) introduced the term *part-time marketers* to define the employees of the firms who are engaged indirectly in marketing practices and he proposes that the number of *part-time marketers* typically outnumber the "*full-time marketers*" (marketing and sales departments) to emphasize the importance of internal marketing. However, in practice, in many service encounters, the most important interactions occur with a company's sales personnel. On the other hand, in the case of financial services, customers may have relatively fewer reasons to interact with any employees other than a company's sales personnel. Therefore, the success and effectiveness of the relationship may be basically dependent on the individual managing the specific service encounter. Accordingly, Barnes and Howlett (1998) found significant empirical evidence that the quality of the relationships a company has with its customers is determined by how employees make customers feel. The importance of trust in the development and maintenance of successful relationships is expected to be of vital importance in the financial services because of the perceived complexity of many services and products (Diacon and Ennew, 1996). Thus, the degree to which a customer perceives a particular salesperson to be trustworthy will be affected positively by the belief that the salesperson has the customer's best interest in mind. Additionally, the importance of credence qualities in financial services (Zeithaml, 1981) and the substantial information asymmetry in the market causes the expertise and the technical capability of the seller uniquely important in the establishment of relationship quality.

Relationship Marketing in Customer Markets

The current literature considers relationship marketing in customer markets to be a relatively new phenomenon. In their influential article, Sheth and Parvatiyar (1995b) draw on customer behavior theories that help to understand customer motivations to engage in relational market behavior. They examine the theoretical propositions and constructs of customer behavior theories of customer learning, memory and information processing, perceived risk, cognitive consistency, family and social groups, reference groups, institutional influence and propose several prepositions related with the relational market behavior. In accordance, Bhattacharya and Bolton (2000) also propose that customers will have a greater propensity to engage in relational behaviors in categories characterized by greater heterogeneity among alternatives, higher perceived switching costs, and higher levels of perceived risk.

Relationship marketing practices also are being used in mass markets increasingly. Various approaches to developing stronger bonds with customers typically are characterized as loyalty programs, data warehousing, data mining, co-branding and customer retention programs (Bhattacharya and Bolton, 2000; Parvatiyar and Sheth, 2000). However, there exist some necessary conditions and facilitators of relationship programs for the application in mass markets. According to Mitussis et al. (2006), the developments in technology, economies of customer retention and the ideology of relationship marketing collectively increased the attractiveness and applicability of relationship marketing efforts in mass markets. For a relationship to be applicable, customization must be possible within the product category. Technology has begun to make such customization possible through the

use of multiple media such as the telephone, electronic mail and the World Wide Web (Zineldin, 2000). For example, Federal Express, UPS and even American Marketing Association web sites can be customized to meet varying needs (Hoffman and Novak, 1996). The World Wide Web, Internet banking applications and Call Centers also facilitate two-way communication between organization and customers, which stands as a key issue in relationship development. Bhattacharya and Bolton (2000) also focus on marketing mix variables that facilitate relationship, such as perceived quality, warranties, usage rewards, tailored promotions, distribution convenience, service people, public relations, customer listening posts, forums and corporate partnerships and they claim that restructuring the marketing mix accordingly will provide a competitive advantage in building relationships. Grönroos (1996) suggests redefining business as a service business and the key competitive element as service competition, to look at the organization from a process management perspective instead of from a functionalistic perspective and to establish partnerships and networks to handle the whole service process in order to succeed in relationship management. He also recommends seeking direct contacts with customers, building a database and developing a customer-oriented service system as major "*tactical*" elements of relationship marketing.

Examples of relationship marketing in customer markets include database marketing, Customer Relationship Management (CRM), interactive marketing and affinity marketing. DeTienne and Thompson (1996) propose the following definition of database marketing: "Database marketing is the process of systematically collecting, in electronic or optical form, data about past, current and/or potential customers, maintaining the integrity of the data by continually monitoring customer

purchases and/or by inquiring about changing status and using the data to formulate marketing strategy and foster personalized relationships with customers" (p. 13).

Galbreath and Rogers (1999) define CRM as "activities a business performs to identify, qualify, acquire, develop and retain increasingly loyal and profitable customers by delivering the right product or service, to the right customer, through the right channel, at the right time and the right cost. CRM integrates sales, marketing service, enterprise resource planning and supply-chain management functions through business process automation, technology solutions, and information resources to maximize each customer contact. CRM facilitates relationships among enterprises, their customers, business partners, suppliers, and employees" (p. 162). The long-term, technology-facilitated and integrative focus of relationship marketing is evident in this definition. Additionally, Kotler and Keller (2006) suggest that the successful application of CRM practices necessitate building a customer database and using data-mining techniques in order to determine the segments, the trends and the varying individual needs. Zineldin (2000), Payne and Frow (2005) also emphasize technology as a key facilitator of relationship marketing and customer relationship management efforts. Interactive marketing, generally used in services marketing literature, describes "the employees' skill in serving the client, delivering high-touch as well as high-tech" (Kotler, 2000, p.436). Another application of relationship marketing is affinity marketing through which companies create club membership programs to bond customers closer to the company.

In this section the review of the literature on the development of relationship marketing has been examined. Additionally, the literature concerning relationship marketing in services and customer markets has been discussed. The next section

will present a thorough review of the literature regarding the antecedents and consequences of relationship quality.

Review of Literature on Antecedents and Consequences of Relationship Quality

Antecedents of Relationship Quality

Seller's Relationship Characteristics

Sellers play a vital role in the services selling context since the salespeople involved in the marketing of complex services are the primary contact point for the customer and often perform the role of relationship managers. The quality of the relationship between the salesperson and the consumer is one of the most important determinants of the continuity of the relationship. Several empirical findings in the literature suggest that customer-contact employees play a vital role in creating and retaining satisfied customers (Yavas et al., 1997). In the following section, the literature review regarding the constructs related to the seller's relationship characteristics is presented.

Expertise (Competence)

In the communications literature it is widely recognized that the perceived expertise or competence of a source is a major determinant of the effect of any communication (e.g. Hovland and Weiss, 1951). The underlying rationale is that the “*message*” can be trusted to be true or important in some sense. The competence of a supplier or a seller is, however, a complex concept that includes both technical expertise regarding products and production methods, and knowledge of the customer’s organization,

markets, competitors, and industry (Cravens et al., 1992). It has been suggested that competent salespeople are more successful because they are expected to be good at communications, which in turn reduces uncertainty and leads to more trust within the relationship (Anderson and Weitz, 1989; Swan et al., 1985). Frazier and Summers (1984) proposed that a major strategy employed in developing a relationship is to influence the other party's perceptions of one's abilities or competencies. They argue that the result may be a stronger inter-firm relationship in the sense of higher target dependence and higher credibility for the source. In a study conducted among physicians and pharmaceutical salespeople, Lagace et al. (1991) found empirical evidence indicating the perceived expertise of the seller to affect relationship quality significantly.

The seller's expertise has been discussed to have elements such as measurable technical knowledge, ability to demonstrate their knowledge and competence and an explicit statement of availability, capability and capacity to serve the customer (Swan et al., 1985). Thus, it is proposed that the expertise of the seller is an antecedent of perceived relationship quality in services selling.

Ethics

It has been suggested that the customers' assessment of a seller's ethics are based on the seller's past ethical behavior and their expectation of future ethical behavior, based on both personal and societal norms (Whalen et al., 1991). The inability of many customers properly to evaluate complex high-credence goods and services can put them at the mercy of sales personnel. Without the technical knowledge necessary

to judge a salesperson's claims, buyers seek sales personnel who act in an *ethical* manner. A preoccupation of sales personnel with short-term goals may result in unethical behavior, which could subsequently endanger the development of long-term buyer relationship (Ebejer and Morden, 1998). The importance of customers' judgments of sales personnel's ethics in evaluating relationship quality has received much recent attention and it is argued that ethics is a strong driver of trust with the salesperson and the firm. There exists a general consensus, based on empirical support, in the literature that the ethical behavior of the seller contributes to trust development in the long run, reduces perceived risk and leads to an increase in the perception of relationship quality (Lagace et al., 1991; Whalen et al., 1991; Wray et al., 1994; Bejou et al., 1996). Hence, it is proposed that the seller's ethical behavior is an antecedent of perceived relationship quality.

Customer Orientation

Customer orientation has been discussed to be an important factor of relationship development. Sales personnel who are customer-oriented have been defined as practicing the marketing concept at the level of the individual salesperson and customer (Wray et al., 1994; Saxe and Weitz, 1982). Sales personnel with *customer orientation* possess the capability of empathizing with the customers and are perceived to have the best interests of customer in mind (Bejou et al., 1996). Saxe and Weitz (1982) have discussed the customer orientation in terms of "*ability to help*" and "*relations*". The former refers to "*the capability and ability of salespeople to help customers satisfy their needs,*" whereas the latter refers to the abilities of the

salespeople to develop long-term relations with the customers based on trust, conflict resolution and cooperation. Wray et al. (1994) and Bejou et al. (1996) empirically tested and found significant evidence regarding the effect of customer orientation on relationship quality in financial services. Therefore, it is proposed that the customer orientation of the seller is an antecedent of trust and satisfaction in a relationship.

Selling Orientation

Selling orientation has been discussed to be the opposite of customer orientation and sales personnel with a selling orientation have been defined to be explicitly attempting to create demand for their services with only a secondary regard for the needs of their customers (Wray et al., 1994). Such salespeople also are characterized as applying pressure to make the customer buy, failing to identify customers' needs, diagnose customers' service or product requirements and the processes by which the customer wishes to evaluate the alternatives (Saxe and Weitz, 1982). Customers may perceive a sales orientation as a form of pressure, and relationship development may be inhibited by the customers' continuing suspicion that the seller is paying too much attention to his or her own selling needs, rather than to their needs as customers.

Information Exchange (Communication)

The academic literature discusses the exchange of information as a part of both traditional industrial selling and relationship marketing (Dwyer et al., 1987; Metcalf et al., 1992; Anderson and Weitz, 1989). Since the customers' social, economic and psychological properties may present a wide variation, an open dialogue is inevitable for the development and preservation of a shared and agreed understanding of the relationship and hence preserves trust (Sabel, 1993). Since satisfaction has been defined to be the cognitive and affective evaluation based on personal experience across all service episodes within the relationship, compared to some norm (Roberts et al., 2003), communication is supposed to be an important driver of satisfaction, since it can lead to a shared understanding of performance outcome and expectations and hence is included as an antecedent of relationship quality.

Commitment

Commitment has been defined as "an enduring desire to maintain a valued relationship" (Moorman et al., 1992, p.316). Commitment has been identified as one of the vital characteristics of long-lasting relationships and it is argued that commitment represents the highest stage of relational bonding (Dwyer et al., 1987; Parasuraman et al., 1985; Morgan and Hunt, 1994). It has been discussed that both parties in a relationship expect each other to be committed to what they have in common (Cook and Emerson, 1984). Commitment may be signaled by making adjustments to a standard product or service, or by investing in the relationship

(Johanson et al., 1991). Commitment is also a way of responding and adapting to customer needs and thus is a basic driver of market orientation (Kohli and Jaworski, 1990). Hence commitment is an expectation in the relationship and fulfillment or the failure of fulfillment of this expectation will have a profound effect on customer satisfaction and trust, thus we propose that it is an antecedent of relationship quality.

Conflict Handling

Conflict, which has been defined as a "tension between two or more social entities that arises from the incompatibility of actual and desired responses" (Raven and Kruglanski, 1970, p.70), is a negative indicator of relationship quality since it will lead to increased perceived risk and lower levels of relationship quality. Thus the conflict resolution capability of the seller plays a crucial role throughout the relationship duration. Conflict may arise due to different perceptions of goals and roles. Since relationship marketing necessitates the establishment of mutually accepted norms, the customer will expect the seller to show responsibility in the unforeseen or unexpected situations (Gundlach and Murphy, 1993). Conflict has been categorized as affective and manifest conflict in the literature (Kumar et al., 1995). Affective conflict is defined as hostility, frustration and anger towards a partner (Brown et al., 1991; Kumar et al., 1995), which can develop into manifest conflict, that involves behavioral responses such as open expression of disagreement or overt attempts to block the other's goal attainment (Frazier, 1983; Kumar et al., 1995). Since, manifest conflict has been conceptualized as an outcome of relationship quality such as switching or complaining behavior (Zeithaml et al.,

1996), affective conflict will be used as a measure of the retained level of conflict felt by the customer and is proposed to be a driver of relationship quality.

Relational Selling Behavior

Relational selling behavior is described to be the behavioral tendency of a salesperson to cultivate the buyer-seller relationships and see its maintenance and growth (Crosby et al., 1990, p. 71). Sheth (1975), Thibaut and Kelley (1959) argue that in interpersonal relationships, mutual coordination of appropriate behavior with the customer plays a vital role in the interaction. In accordance, Crosby (1984) found that the efforts to keep close relationship with the customers are an important determinant of relationship maintenance in services selling and leads to increased trust and satisfaction with the relationship.

Crosby et al. (1990) identified four dimensions of relational selling behavior: interaction intensity, agent disclosure, customer disclosure and cooperative intentions. Interaction intensity is the frequency with which the salesperson communicates with the customer either for personal or business purposes. Interaction intensity is a distinct construct than the duration of the relationship or the frequency of the relationship, in the sense that it also focuses on the interactions serving personal purposes which are proposed to lead increased trust and satisfaction with the relationship. Swenth (1967) and Williamson (1983) argue that it is less likely for the parties to build trust in a relational context, if "moments of truth" constitute their only opportunity to interact. In accordance, Crosby et al. (1990) found significant

empirical evidence of the effect of relational selling behavior on relationship quality in a research conducted in insurance services.

Mutual disclosure is another important factor in establishing and maintaining interpersonal relationships (Crosby et al., 1990). In relational sales setting salesperson's disclosure plays a vital role in the relationship maintenance by leading to trust in the salesperson and satisfaction with the relationship. On the other hand, customer disclosure is critical in the sense that it serves as a facilitator to the salesperson in providing solutions to the customers' complex problems, since it increases the effectiveness of the information exchange between parties. Furthermore, the cooperative intentions of a salesperson also lead to satisfactory problem resolution by taking the customers' best interests into account. Additionally, cooperative behavior is proposed to be closely related to trust and satisfaction formation in negotiation contexts and game theory (Pruitt, 1981; Axelrod, 1984). Therefore, relational selling behavior is proposed to be an antecedent of relationship quality.

Customer's Relationship Characteristics

Customer's relationship characteristics play a critical role in services selling context, since they may have a profound effect on the receptivity of the customer towards the seller's efforts aimed at establishing, maintaining and enhancing the relationship. In the following section, the literature review regarding the constructs related to the customer's relationship characteristics will be presented.

Relationship Proneness

It would be an over simplification to assume that all customers desire long-term relationships with a seller. Several studies discuss that the buyers' willingness and their ability to maintain and enhance relationships have a significant effect on the success of relationship marketing strategies (Christy, Oliver and Penn, 1996; Sheth and Parvatiyar 1995b). There have been different conceptualizations regarding the willingness of buyers to maintain and enhance relationships in the literature, such as "relationship motivation" (Beatty et al., 1996), "relationship seeking behavior" (Ellis, 1995), "loyalty proneness" (Goldman, 1977-1978), "receptivity to relationships" (Bendapudi and Berry, 1997), "relationship friendliness" (Christy, Oliver and Penn, 1996), "motivational investment in the relationship" (Dwyer et al., 1987) and "sociability" (Ellis, 1995).

De Wulf and Schroder (1999) view the relationship proneness of a buyer as the behavioral tendency to actively maintain and enhance relationship with one particular seller. As the relationship orientation of the seller refers to the perceived relationship efforts spent by the seller, the relationship proneness of the buyer refers to the efforts that a buyer makes in order to maintain and enhance relationships with the seller. This reciprocity is also consistent with the mutual goals construct as defined by Wilson (1995) to be "the degree to which partners share goals that can only be accomplished through joint action and the maintenance of the relationship" (Wilson, 1995, p.2). Roos et al. (2006) found empirical evidence indicating that customers initiating the relationship with the service company or the salesperson evaluate their relationship differently from customers who are contacted.

Accordingly, relationship proneness includes willingness and the active participation of the buyer and hence may lead to increased relationship satisfaction and trust in the partner. Thus it is proposed to be an antecedent of relationship quality.

Involvement

The most common conceptualization of involvement construct in marketing literature is perceived personal relevance (Zaichkowsky, 1985). The other characteristics of the construct include interest or drive and it is considered as a motivational state (Bloch, 1982; Johanson and Eagly, 1990).

Involvement has been described as arising from a number of sources including hedonic, pleasure value, sign value (the ability to signal something about the self to others) and utilitarian value (Mittal and Lee, 1989). It is argued that involvement can apply to a purchase decision, a product category, a brand, or a marketing communication. Search behavior, information processing and persuasion are the basic areas in which the effects of involvement have been investigated (Andrews, Durvasula and Akhter, 1991). However, the research findings in some of these areas show an ambiguous pattern. For instance, some research in search behavior has found that involvement leads to more shopping, detailed information search and the utilization of more complex decision processes (Andrews et al., 1991). Additionally, it has been argued that involvement may increase the perception of good or shopping experiences by interacting with mood (Swinyard, 1993). On the other hand, Belonax and Javalgi (1989) found that involvement might lead customers to accept fewer brands and reject more as unacceptable.

Another area that has received attention among academics is the influence of involvement on post-purchase satisfaction. Olivia, Oliver and Bearden (1995) have found that a highly involved customer may have a tendency to stick to an original, basically satisfied or dissatisfied position that is proposed to have an effect on perceived relationship quality.

The above discussion leads to the conclusion that involvement engenders an ongoing commitment on the part of the customer with regard to thoughts, feelings and behavioral responses to a product or service. Relationship marketing tactics such as individualization and personalization require such an active participation of the buyer and therefore are unlikely to be successful when a buyer's involvement is low. Thus it is proposed that involved buyers are more likely to value the benefits of the relationship marketing tactics and to respond positively to them which may lead to an increase in the perceived relationship quality in services selling setting.

Commitment

Although the value of a customer's commitment to a firm has not been tested empirically in relationship marketing literature, since there are several findings related to commitment to brands and favored institutions (Beatty et al., 1988; Meyer and Allen 1984), it is proposed that customers may form commitment to their service providers. Accordingly, Berry and Parasuraman (1991) view commitment as an indicator of service relationships since relationships are built upon the foundation of mutual commitment. Additionally, Fullerton (2005) conducted an empirical analysis to discover the extent to which affective commitment and continuance commitment

have an affect on customer loyalty and found out that commitment serves as a partial mediator of the relationship between service quality and loyalty. Hence it is proposed that commitment to the service provider has an effect on the trust and satisfaction and should be regarded as an antecedent of relationship quality. Of the various kinds of commitment (normative, continuance, affective), only affective commitment (attachment to a firm) influences the degree to which the customer wants to maintain a relationship with the firm. According to Stern (1997), affective commitment develops over time as customers become accustomed to positive emotional responses, leading them to become more and more secure in the relationship.

Relationship Specific Characteristics

Relationship specific characteristics are crucial in the establishment, maintenance and enhancement of the relationship, since they may have a significant effect on the perceived risk, trust and satisfaction. In the following section, the literature review regarding the constructs related to the relationship specific characteristics will be presented.

Frequency of the Relationship and Relationship Longevity

One of the basic assumptions in services marketing literature is that customer satisfaction leads to increased profitability (Grönroos, 1990). The basic idea behind this assumption is that customer satisfaction is improved by increasing the quality of

the service and a satisfied customer creates a stronger relationship with the provider, which leads to longer relationship duration. As relationship duration increases, so does customer retention. Customer retention generates steady revenues and throughout relationship duration, customer relationship profitability is improved. Crosby et al. (1990) regarded relationship quality in terms of a trade-off between value and risk, whereby a customer's perceived uncertainty is reduced as the value of his relationship with a firm or a service provider improved. Furthermore, they have suggested that relationship quality also increases as the duration of an exchange relationship increases.

Relationship longevity is described as "the length of the relationship" (Storbacka et al., 1994). The duration of the relationship has been cited as a factor explaining the quality of the relationship (Wray et al., 1994). Relationship longevity is of vital importance especially in the development of trust. Swan and Nolan (1985) identify three stages of trust development. In the first stage of the relationship development, there exists almost no opportunities for the parties to explore the other party's credential, thus the trust between the seller and the buyer is at its minimum level. As the relationship progresses and exchanges between parties take place, trust development moves into the second stage, in which the buyer has the opportunity to check the actual delivery of a service against the promises that the seller has made. Trust is established completely in the third stage, where the perceived performance matches the promised performance. The frequency of the relationship is an important factor which has a profound effect on relationship longevity. As the frequency of interaction increases, a specific number of service interactions may be encountered in

a smaller relationship period. Thus, it also is proposed that frequency of the relationship is an antecedent of perceived relationship quality.

Medium of Interaction

With the rapid developments in technology, the alternative ways firms can communicate with their customers have increased significantly. The need for the assessment of the relationship status over time is of vital importance to make a relationship exist longer and technology provides many alternatives to fulfill this need. One of the most popular of these alternatives is the Internet, sometimes referred as the Computer-Mediated Environment (CME) in the literature (Hoffman and Novak, 1996). They define a hypermedia CME as “a dynamic distributed network, potentially global in scope, together with associated hardware and software for accessing the network which enables customers and firms to (1) provide and interactively access hypermedia content (i.e. "machine interaction") and (2) communicate through the medium (i.e. "person interaction") ” (Hoffman and Novak, 1996, p. 52). Many authors in the literature suggest that the Internet has the greatest impact on many services and especially banking sector and it offers the most effective tool in realizing relationship marketing practices (Zineldin, 2000; Stroud, 1998; Durkin and Howcroft, 2003).

The lack of presence of other customers and seller during the online shopping experience is an important characteristic of the computer-mediated environment, which raises important questions regarding service satisfaction. Increased interpersonal interaction with the customer during the consumption

experience may lead to an increase in repurchase intentions. Grove and Fisk (1997) found out that the customers in the shopping environment could affect other customers positively or negatively. Also Forman and Sriram (1991) showed that the perceived depersonalization negatively affects the satisfaction and the joy associated with the consumption experience. Thus, the medium of interaction is proposed to have an effect on relationship quality.

Service Quality

In today's marketplace, the challenges of the changing environment dictate service companies to follow and adapt their strategies to intensifying global competition, the increase in customers' expectations, the infusion of information technology into service encounters, and the subsequent demands of the customers as the quality of the service improves. In such a setting, quality has been discussed to be one of the main drivers of the success of marketing strategies (Parasuraman et al., 1988; Bitner et al., 2000). In addition, the quality and relationship quality management concepts have been proposed to be vital elements within customer relationship management (Christopher et al., 1991). Although there exists a wide consensus on the importance of relationship quality among academics and practitioners, relatively little attention is being paid to the concept within the literature on services marketing and customer relationship management (Wong and Sohal, 2002; Naude and Buttle, 2000). Furthermore, empirical analysis to investigate whether the quality of the intangible aspects of a relationship adds any additional explanatory power over the commonly

used service quality scale (SERVQUAL) in explaining behavioral intentions is lacking (Roberts et al., 2003).

Perceived service quality, defined as the customer's assessment of the overall excellence of service provided, has been operationalized by the SERVQUAL scale proposed by Parasuraman et al. (1988) and despite some criticisms about the stability of the scale (Cronin and Taylor, 1992; Babakus and Boller, 1992) and being misleading to put a great emphasis on the gap between expectation and performance rather than focusing on the process of confirmation (Hamer, 2006), it still is the most widely used measure of service quality and hence it will be used as a basis for comparison with relationship quality. Parasuraman et al. (1988) identify five dimensions of service quality, which are *tangibles* (physical facilities, equipment, and the appearance of personnel), *reliability* (ability to perform the promised service dependably and accurately), *responsiveness* (willingness to help customers and provide service), *assurance* (knowledge of employees and their ability to inspire trust and confidence), and *empathy* (caring about the individualized attention the firm provides its customers).

Some of these dimensions overlap with some of the dimensions of relationship quality to an extent. For instance, as proposed by the developers of the SERVQUAL scale, the reliability construct differs from the other four constructs in the sense that it mainly is concerned with the service outcome, whereas the tangibles, responsiveness, assurance and empathy dimensions of the scale deals with the service process itself. Since relationship quality is meant to measure the process quality associated with interactions in a period of time, there exists an overlap between reliability dimension of SERVQUAL and relationship quality. Additionally,

overlapping between the reliability and assurance dimension of SERVQUAL and the trust-in-integrity dimension of relationship quality just as the empathy dimension of SERVQUAL and the trust-in-benevolence dimension of relationship quality may be noticed. However, the relationship quality is proposed to measure the intangible aspects of relationships over the core elements of the service and so adds value to the service when the interaction between the customer and service provider is ongoing (relational) rather than one-off (transactional) (Roberts et al., 2003; Lang et al., 2003).

The relationship between service quality and relationship quality has been discussed by Crosby et al. (1990), who argue that service quality is necessary for the existence of relationship quality, but the existence of service quality does not imply the existence of relationship quality. Although associated in a relational orientation, service quality and relationship quality are separate constructs, with service quality often discussed as being an antecedent of relationship quality (Wong and Sohal, 2002; Page, 2000; Keating et al., 2003; Storbacka et al., 1994). Wong and Sohal (2006) obtained empirical support for the relationship between service quality and trust. In accordance, it is proposed that service quality is a driver of relationship quality.

Relationship Quality

The interest in relationship quality has risen almost simultaneously in research in the area of service quality and in the network and interaction approach. In network-interaction theories, relationship quality is discussed as a concept, which included

satisfaction and trust (i.e. Kempeners, 1995; Dorsch et al., 1998). With this perspective, relationship quality can be seen as the strength of the relationship rather than its quality. Accordingly, relationship quality can be confused easily with trust and commitment constructs, because satisfaction usually is seen as an antecedent of these constructs. Although relationship quality has been discussed widely in services marketing, there might be confusion even about the construct of relationship quality among the researchers from the services marketing tradition. The concept of relationship quality can be understood to be the service quality of relationships (i.e. Szmigin; 1993), or as the quality of relationship (Lehtinen and Jarvelin 1995). The difference between those views is that the former view concentrates on the quality of the service in the relationship context, whereas the latter sees quality concerning all aspects of the relationship (i.e. product/service related, social, economic and financial). This study uses the latter view; namely relationship quality concerns all aspects of the relationship.

Gummesson (1987) was one of the first academics to consider the issue of relationship quality when he suggested that it can be regarded as the quality of interaction between a firm and its customers, and claimed that it could be interpreted in terms of accumulated value. This definition has become a central theme in the work of the Nordic School in the field of relationship marketing, and has led to the fundamental hypothesis that repeated service quality at a transactional level leads to increased satisfaction and value at a relational level (Keating et al., 2003).

Relationship quality is discussed to be a collection of intangible aspects of the relationship that adds value to the products and services. A wider perspective proposed by Johnson (1999) suggests that relationship quality is a measure of the

overall depth and climate of the relationship and is concerned with the overall impression formed by the customer about the relationship (Ndubisi and Wah, 2005; Bennett and Barkensjo, 2005). On the other hand, Gummesson (1987) proposes two dimensions of relationship quality in the services context which are social relation and professional relation. The social relation aspect of this classification is related mainly to the extent of the service provider's professional relations and social interaction with the customer and the professional relation is based on the perceived competence of the service provider. Crosby et al. (1990) studied various aspects of relationship quality and concluded that it involves two dimensions, customer satisfaction and trust in the salesperson. In accordance, several studies have demonstrated that trust and satisfaction are the two basic dimensions of relationship quality (Wray. et al., 1994; Bejou et al., 1996; Dorsch et al., 1998, Hennig-Thurau and Klee, 1997).

Trust

Trust, in a broad sense, has been defined by Anderson and Weitz (1989, p. 312) as "one part's belief that its needs will be fulfilled in the future by the actions undertaken by the other party." As Morgan and Hunt (1994) point out, trust necessitates a judgment as to the integrity and reliability of the exchange partner. Trust has been suggested to be an important factor in reducing perceived risk by enabling parties to develop confidence in the long-term, thus creating more benefit for the parties involved in the exchange process (Anderson and Weitz, 1989; Dwyer et al., 1987, Roberts et al., 2003; Dash et al., 2006).

Two types of trust have been identified in the marketing literature, trust in an entity's credibility and trust in an entity's benevolence (Ganesan, 1994; Kumar et al., 1995). Trust in an entity's credibility is defined to be the extent to which the customer believes that the firm's or salespeople's statements and promises can be relied on, namely that the firm or the salespeople will act as stated and perform their role reliably and effectively. Trust in an entity's benevolence is defined as the customer's perception of the extent to which the firm or salespeople deal with the welfare of the customer. Ganesan (1994) has brought an additional explanation to this definition and stated that trust in an entity's benevolence includes having motives that are beneficial to the customer, when unexpected conditions arise about which no commitment was made. Rempel et al. (1985) empirically tested and found significant evidence of the effect of trust in a partner's benevolence on inter-personal relationship success.

In accordance with the above discussion and the model proposed by Kumar et al. (1995), it is proposed that both trust in a partner's benevolence and trust in an entity's credibility are the dimensions of relationship quality. The model proposed includes these two dimensions of trust both at the firm and the salesperson level.

Satisfaction

Storbacka et al. (1994, p.25) defined satisfaction to be the "customers cognitive and evaluation based on personal experience across all service episodes within the relationship." This definition indicates the role of satisfaction as a measure of relationship quality in the sense that a customer who is not satisfied with the service

received by a service provider can not be expected to have a good relationship with the firm since the satisfaction of the customer is at the heart of the exchange relationship.

There has been a long lasting conceptual debate about the differences, similarities, linkages and relationship between service quality and satisfaction (Bitner, 1990; Oliver, 1993; Bitner and Hubbert, 1994). Some researchers argue that satisfaction is a lower-order construct and precedes service quality (Bolton and Drew, 1994). On the other hand, another line of research defends that quality is an antecedent of satisfaction and serves as a lower-level construct (Cronin and Taylor, 1992; Oliver, 1993; Parasuraman et al., 1994). Cronin and Taylor (1992), and Liljander and Strandvik (1994) found that service quality was a determinant of satisfaction. Oliver (1993) argued that service quality can be evaluated without actually experiencing the service, but satisfaction can be evaluated only during or after the actual service encounter.

Crosby and Stevens (1987) have attributed three dimensions to relationship satisfaction: satisfactory interactions with personnel, satisfaction with the core service and satisfaction with the organization. In their study of life insurance customers, satisfaction with the core service was found to be related closely with the contact person and the organization. Furthermore, they have determined that all three dimensions of satisfaction contribute to overall satisfaction with the relationship. In this setting, satisfaction is used to mean cumulative satisfaction, as opposed to transactional or episodic satisfaction. Crosby et al. (1990) argue that satisfaction is a summarization of the evaluation of the quality of all previous interactions with the service provider and thus provides a basis for the expected quality of forthcoming

interactions. Leverin and Liljander (2006) propose that in the long-term, perceived relationship quality and the combined effects of transaction-specific satisfaction merge to form overall evaluation of relationship satisfaction. In a study concerning business-to-business relationships, it has been found that more satisfied buyers have relationships of high quality with their vendors (Dorsch et al., 1998).

Consequences of Relationship Quality (Relationship Marketing Effectiveness)

The objective of relationship marketing as clearly indicated in its definition is to establish, maintain and enhance relationship at a profit so that the objectives of both parties are met (Grönroos, 1994). The definition also implies that an effective relationship marketing strategy should be able to construct, continue and enhance relationships with the customer.

Barnes (1997) has postulated that no relationship can be concluded to be operating unless the customer perceives that it is. Consequently, this study focuses relationship marketing effectiveness from the viewpoint of the customer in accordance with the marketing literature and relationship marketing effectiveness is referred to as a cumulative evaluation of all exchanges to date as opposed to a transaction specific evaluation. Therefore, in this study it is proposed that relationship marketing effectiveness should be measured by investigating whether customers perceive and appreciate the relationship marketing efforts of the firms. Gwinner, Grömler and Bitner (1998) have identified four types of relationship marketing efforts, communication, differentiation, personalization and rewarding. Schröder et al. (2000) proposed a model of relationship marketing effectiveness

based on these four relationship marketing efforts (including another dimension, which is called "customer retention orientation") and tested it in apparel and food industry in a retail setting. Relationship marketing effectiveness will be measured including six dimensions, which are relationship enhancement, relationship continuity, and customer perceptions regarding the relationship marketing efforts of the firm, namely, communication, differentiation, personalization and rewarding.

Relationship Enhancement

Dwyer et al. (1987) suggested that buyer-seller relationships may develop a number of stages from a unilateral type of relationship towards a bilateral type of relationships, where both parties possess high commitment to the relationship. They also argue that, as the relationship progresses in time, and as both parties develop trust and experience, they gradually will increase their investments in products, processes or the people dedicated to the particular relationship. De Wulf and Schroder (1999, p.3) support this view in the customer setting and introduce the concept relationship orientation of the seller, which is defined as "a buyer's perception of the extent to which the seller makes relationship efforts." As is clear from the definition, it is assumed that the buyer is capable of perceiving and evaluating the relationship efforts of the seller. They use long-term orientation and relationship orientation concepts interchangeably and argue that relationship orientation differs from the concept of relationship longevity, since the mere length of a relationship can result from other factors than the long-term orientation of a seller. But the relationship enhancement construct goes beyond the limited scope of

the salesperson's efforts, and includes the customers' overall perception of the extent to which a firm actively makes efforts that are intended to contribute to the relationship value of its customers. Furthermore, it is argued that the extent to which a seller is long-term oriented varies with the extent to which this seller is able to provide relationship utility to the buyer (Angeles, 1992; Bagozzi, 1995; Ganesan, 1994).

Relationship Continuity

Purchases can be divided into new task, modified re-buy and straight re-buy (Robinson et al., 1967). A new task decision to purchase a product or service is characterized by the risk involved with it, especially in situations where the buyer is unable to infer the intrinsic qualities of the product or the service. A re-buy decision is discussed to be equivalent to continuing a relationship in business and customer markets. This type of decision is quite different from either a new task decision or a relationship development decision in the sense that it entails a low level of perceived risk and trust becomes a less important factor than relationship development decision.

Satisfaction with delivered products, services and relationship have been documented empirically to be important drivers of repurchase intentions and buyer's decision to continue a relationship (Fornell, 1992; Hirschman 1970) and conversely reduce the likelihood of exiting the relationship and negative word-of-mouth. When a customer is satisfied with the previous service encounters, the perceived risk associated with the choosing a known supplier is less than the perceived risk

associated with finding an unfamiliar supplier or a choosing a supplier who has not met expectations.

Gordon et al. (1998) studied the effect of involvement on relationship marketing effectiveness and found that customer perception of continuity tactics is related positively to the product category involvement of the customer. They defined continuity to be the ongoing relationship efforts of the firm as perceived by the customer.

Communication

The communication dimension of relationship marketing effectiveness has been defined as "the extent to which a seller initiates the exchange of written information with a buyer" (De Wulf and Schroder 1999, p. 4). On the other hand Schröder et al. (2000, p.6) focus on the perception of the customer regarding the construct and define it as "a customer perception of the extent to which a firm keeps its regular customers informed through direct communication media." By conveying interest in the customer, communication often is considered to be necessary for effective relationships (Duncan and Moriarty, 1998).

Grönroos (2000) criticises the impression given by some communication researchers about the synonymy of the integrated marketing communications using various means of communications in an integrated manner with relationship marketing. He argues that a two-way or dialogue marketing communication approach is needed to support the establishment, maintenance and enhancement of the interactions process if the relationship marketing is to be successful.

Differentiation

Differentiating between loyal and non-loyal customers enables a seller to address the basic human need to feel important (Barlow, 1992). Buyers can perceive a seller's true concerns for them as a special treatment privilege (Bitner 1995; Crosby and Stephens 1987; Peterson 1995; Ping 1993). Differentiation is defined as "the extent to which a seller treats and serves loyal buyers differently than non-loyal buyers" by De Wulf and Schroder (1999, p. 4), whereas Gwinner et al. (1998) stretch the importance of customer perception and define it as "a customer's perception of the extent to which a firm treats and serves its regular customers differently from its non-regular customers." Sheth and Parvatiyar (1995b) referred to the importance of differentiation by recognizing that the implicit concept in the idea of relationship marketing is customer focus and customer selectivity – that is, all customers do not need to be served in the same way.

Personalization

De Wulf and Schroder (1999, p. 4) define personalization as "a customer's perception of to which a firm interacts with its regular customer in a warm and a personal way" in accordance with Metcalf et al. (1992). The importance of personal exchanges between customers and service personnel in influencing relationship outcomes should not be surprising given that relationships are inherently social processes (Beatty et al., 1996).

Rewarding

De Wulf and Schroder (1999, p. 4) define rewarding to be "the customers' perceptions of the extent to which a firm offers tangible benefits such as pricing or gift incentives to its regular customers in return for their loyalty." These promotions are found to make customers remain loyal, regardless of service enhancements or price promotions of competitors (Sharp and Sharp, 1997). Rewarding does not refer to short-term promotional efforts, but to planned and implemented parts of a larger loyalty management strategy (O'Brien and Jones 1995).

The Evolution of the Banking Sector in Turkey

With the contribution of the developments in communication, transportation, data processing and information technology, the finance world, as many other fields of business, has underwent dazzling change and significant progress all around the world in the twentieth century. On the other hand, the Turkish banking sector, which constitutes 95% of the financial sector (Özince, 2005), faced a major challenge and went through important changes especially after the 1980s.

Although the roots of banking may be dated back to ancient times, the first official Turkish bank is accepted to be İstanbul Bankası (*Banque de Constantinople*) which was established in 1847 in order to protect the value of the bonds issued by the Ottoman Empire for external-debt financing. Between 1856 and 1875, 11 foreign-owned banks were established with the primary focus of obtaining interest income by financing the state. Only one of these banks, Ottoman Bank, was able to survive into

the twenty-first century merging with Garanti Bankası in 2001. 26 national banks were founded before 1923, and 15 of those banks kept their existence during the Republican era (Akgüç, 1987).

The Turkish banking sector in the Republican era has been discussed to pass through five major stages (Akgüç, 1987; Akgüç 1998), which were:

1. 1923-1932: The period characterized by the developments in national banking.
2. 1933-1944: The period symbolized by the establishment of state-owned banks.
3. 1945-1960: The period characterized by the developments in the privately owned banks segment.
4. 1961-1979: The period symbolized by the progress in multi-branch and holding banking.
5. 1980-2006: The period in which the reforms realized by the government and the liberalization of financial sector have created a major impact on the banking sector.

In the first period (between 1923 and 1932), in accordance with the decisions taken during the Turkey Economics Congress held in İzmir in 1923, it was believed that economic development could be achieved only by the establishment of national banks. Therefore national banking was supported by the government. In this period, Türkiye İş Bankası, Türkiye Sanayi ve Kredi Bankası and Türkiye Emlak Kredi Bankası were founded. Moreover, in this period more than 20 local banks were established, and most of which were closed during the global economic crisis in the late 1920s. Between 1933 and 1944, many state-owned banks (i.e. Sümerbank,

Etibank, Denizbank, Halk Bankası) were established (Akgüç, 1987); however none of these banks survived as a result of the negative consequences of the Second World War on the global economy. Following the Second World War, private banking gained acceleration and 30 banks were established, including Yapı ve Kredi Bankası, Akbank and Türkiye Sınai Kalkınma Bankası.

This period also is characterized by an increase in the number of bank branches. Also in this period, special legislative regulations were made to enable the establishment of Denizcilik Bankası, Türkiye Vakıflar Bankası and Türkiye Öğretmenler Bankası. Between 1961 and 1979, specialized banking became increasing popular, which led to a decrease in the number of small and local banks and an increase in multi-branch, large-scaled and holding banking.

The financial liberalization of the Turkish economy based on the decisions published by the government in January, 1980 had a significant impact on the banking sector. The major components of the liberalization efforts are as follows:

- Real devaluation of local currency and commitment to a more flexible exchange rate policy,
- New expansionary approach to country's major export promotion schemes (export subsidies),
- Import liberalization including the removal of quantitative restrictions and reduction of tariffs; sharp decrease in import licensing requirements,
- Moving from a fixed to a managed exchange rate, adapting to a more market-oriented exchange rate regime,
- Convertibility of the Turkish Lira,
- Elimination of interest rate restrictions on deposits and loans,

- Easing of entry into the banking sector,
- Permitting of new types of financial instruments and institutions,
- Removal of custom tariffs on industrial products mutually with European Union.

The reforms were designed to enable the growth in the private sector, stimulate private investments and savings, liberalize foreign trade, restructure the taxation system and privatize the Central Bank. The main objectives of these reforms were the minimization of state intervention, the establishment of a free economy and the integration of the Turkish economy with the global economic system. As a result of these developments, the number of foreign-owned banks showed a rapid increase and many investment and development banks were established in this period. The investment banks focused on corporate finance, foreign exchange operations, underwriting of securities, engaging in mergers and managing initial public offerings, whereas the development banks basically concentrated on providing medium-term finance to industry and channeling government funds to sectors that had been prioritized by the government. On the other hand, the foreign-owned banks had a significant impact on the sector with the concepts, tools and banking practices they have introduced to the market. Additionally, Turkish banks started operating in other countries by opening representative offices, branches or establishing partnerships with banks abroad.

The period between 1980 and 1993 is called the growth stage for the Turkish banking sector and is characterized by the emergence of capital markets and fast economic growth. During this period, the share of state banks decreased in the market, and 15 foreign and 16 commercial banks were established. Corporate

banking, the use of ATMs (Automated Teller Machines) and POS (Point of Sales) terminals gained considerable popularity and banking assets have increased from 23% of the GDP (Gross Domestic Product) to 38% throughout this period. The Turkish economy faced a crisis in 1994 which resulted in a 6.1% contraction in the economy. The reasons underlying this crisis were the large public sector deficits, rapid increases in foreign and domestic stocks, the high inflation rate and negative developments in the foreign markets, an inadequate regulatory framework, rapid growth, change in sector structure, and the overexposure of banks to a specific industry, company or foreign currency. As a result of this crisis, the GNP (Gross National Product) decreased significantly to a level lower than 1990, and the Turkish Lira lost 25% of its value in one day, leading to a 130% devaluation. Three banks were closed during that crisis.

The period between 1994 and 1999 is characterized by the increasing effect of the private sector in driving the overall economy, strong growth on the Istanbul Stock Exchange and a significant increase in the GNP. In this period, the banking system showed a significant growth and banking assets reached 65% of the GDP by the end of 1997. Fragmentation and specialized banking started receiving more attention and interest in retail banking rose. Accordingly, Turkey was reported to be the fastest growing country in the credit cards market and alternative delivery channels increasingly were used. During this period, Inter-bank Card Center switching system and Savings and Deposit Insurance Fund (SDIF) were established. In 1995, the growth rate of the Turkish economy had risen to be 8% with the contribution of positive developments in the global economic environment. Although

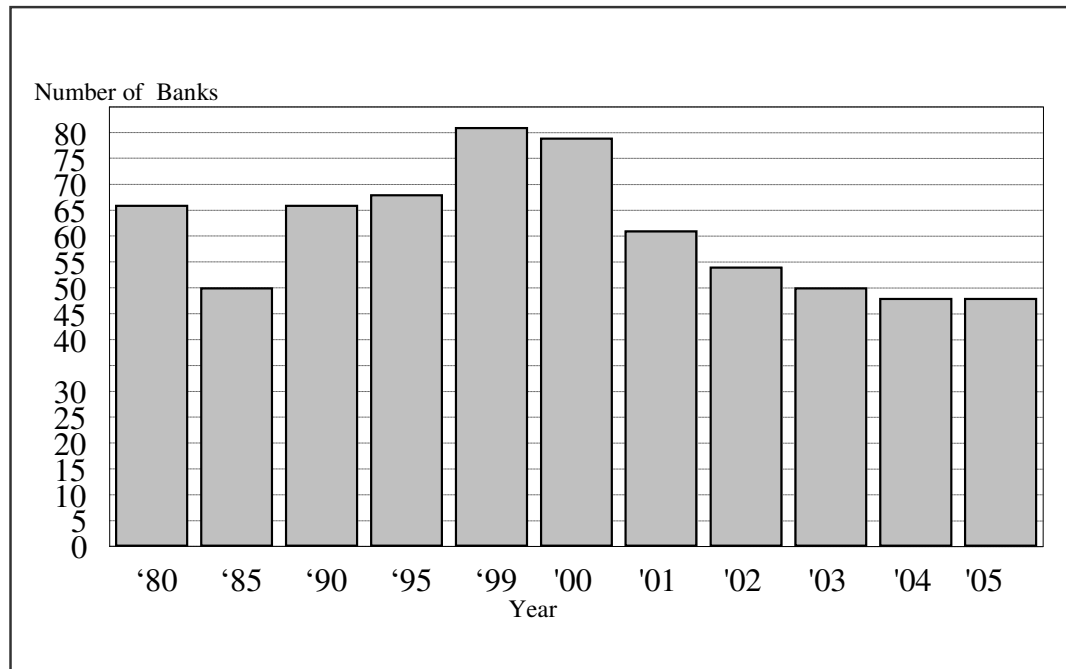
the political environment was relatively unstable in 1996, a growth rate of 7.1% was achieved.

During 2000, the stabilization program supported by the IMF (International Money Fund) has been followed and a significant decrease in the inflation has been accomplished. The SDIF intervened into eight banks and the Banking Supervisory Board was founded and started working in September 2000. The focus of the banking sector shifted to personal financial services during this period.

The relatively stable economic environment again faced a crisis in 2001, which was triggered by the liquidity problem faced by many banks in the sector. A 7.4% shrink in the GDP and a devaluation of 140% were realized. Eight banks were taken over by the SDIF and two banks' licenses were cancelled. As a result of the 2001 economic crisis, non-performing loans and bank bankruptcies increased, and an economic slowdown has been experienced.

Following the crisis, the emphasis shifted to the need for restructuring and rehabilitating the banking sector. Consolidations via mergers and acquisitions started. Accordingly, the capital injections of bank owners and the government, the establishment of a new regulatory framework, the consolidation of troubled banks, the centralization of bad asset management, the liquidation and sale of troubled banks and foreign bank partnership led to a healthier competitive industry and consolidation in the sector. As presented in Figure 2.1, the number of banks in the Turkish economy showed a significant decrease especially after 2000 (Özince, 2005). Moreover, the banking authorities and the government began to place increasing emphasis on ensuring that regulations and the legislative framework were

in full harmony with the finance and trade regulations according to European Union directives.



Source: Özince (2005), p.24.

Figure 2.1. Number of banks in Turkey between 1980 and 2005

In summary, the Turkish economy and banking sector have shown significant developments in the last 20 years and have suffered from several economic crises. Banking assets increased from 19 billion US\$ in 1980 to 155 billion US\$ in 2000 and to 253 billion US\$ in 2005 (*Bankacılar Dergisi*, 2005). However the sector is still dominated by the state banks and highly fragmented with no clear private market leader. The industry structure continues to change due to mergers, acquisitions and foreign bank entries. The banking sector mostly offers short-term loans and savings tools; however, the sector is moving towards segment-based offerings and delivering specific customer needs. Furthermore, the credit and debit card market is

experiencing tremendous growth and maintaining its potential. Table 2.1 shows the increase in debit cards, credit cards, number of POS terminals and number of ATM terminals. Private banks are shifting to alternative distribution channels and state banks are utilizing their extensive branch networks. Table 2.2 presents a summary of the products and services offered by the banks in Turkey.

Table 2.1. Debit Card, Credit Card, POS and ATM Numbers

				Change between 2003 and 2005	
	2003	2004	2005 (September)	Number	(%)
Credit Cards	19,863,167	26,681,128	29,050,403	9,187,236	46.25
Debit Cards	39,563,457	43,084,994	45,798,550	6,235,093	15.76
POS Terminals	662,429	912,118	1,102,608	440,179	66.45
ATM Terminals	12,857	13,544	14,517	1,660	12.91

Source: (*Bankacılar Dergisi*, 2005)

Table 2.2. Product and Service Offerings by Turkish Banks

Services and Products	Characteristics
Savings Accounts	TL and FX, typical maturity 1-3 months
Mutual Funds	Perceived as a short-term investment; no entrance or exit fee applied
	Mostly invested in domestic assets
Bonds and Bills	TL and FX indexed, typically maturity 3-12 months
	Repurchase agreements are popular as a very short term investment tool; up to 1 week
	Eurobonds have a limited offering with minimum investment requirements
Other Securities	Mostly perceived as a quick win
	Not preferred for medium to long-term investments due to volatility
	Foreign securities offered to the affluent only
Affluent Banking Products and Services	Limited to a few portfolio management companies and a few (recently launched) special business units within existing banks or segment-focused banks, penetration very limited
	True asset management with financial planning not available yet
Life/Insurance, Pension	Legal regulatory framework recently adopted
	Major insurance companies have applied for licenses (as of September 2003, 11 licenses had been granted)
Consumer Loans	Mainly short-term
–Auto	–Auto loans are at most for 36 months
–Housing	–Housing loans are usually for up to 36 months; sometimes indexed to FX or inflation. 10-year maturity loans are offered by a few players on an FX basis
–Multi-purpose	–Multi-purpose loans are for the financing of small appliances, education, etc.
Credit Cards	Third biggest credit card market in Europe
	Installment and smart cards with loyalty features
Loans	Fixed or floating rate, mostly up to 12 months
	Asset-backed
Cash Management Products	Mainly for collection and payments
Project Finance	Long-term projects/investments financing not common
Foreign Trade	Mainly letters of credit, letters of guarantee, etc.
Risk Management	Very limited offering; mostly swap and forward transactions

Source: (*Bankacılar Dergisi*, 2005)

The preceding section included the review of the literature regarding the constructs of the theoretical model of the study and the evolution of the banking sector in Turkey. The literature concerning the relationship quality construct, with its antecedents and consequences, was presented. Additionally the evolution of banking sector in Turkey was discussed. In the next section, the research methodology used for the validation of the theoretical model will be discussed.

CHAPTER III

RESEARCH DESIGN AND METHODOLOGY

This section presents the proposed research design in detail. The research design section includes the research objectives, the type of research, the conceptual model, the hypotheses, the measures, the sampling plan and the data collection procedure.

Research Objectives

The primary aim of this research is the exploration and explanation of the relationship quality construct; that lies at the heart of the relationship marketing literature. In this study, a theoretical model proposing the antecedents and consequences of the relationship quality construct with its dimensions is to be presented and tested in the financial services selling context. The model aims to identify the factors affecting relationship quality and the factors that are affected by relationship quality. The model also includes an exploration of relationship marketing effectiveness, which is proposed to be affected and driven by the relationship quality construct.

One of the secondary objectives of the research is the investigation concerning whether relationship quality is a distinct construct from service quality

and whether the intangible aspects of relationships between service firms and their customers add any additional explanatory power over service quality in the assessment of relationship trust, satisfaction and relationship marketing effectiveness. Furthermore, the reasons underlying "*active*" and "*passive*" modes of consumers affecting the willingness in participating in relationship marketing efforts will be elaborated. The investigation also includes the determination of the extent to which consumers perceive and appreciate the relationship marketing efforts of service firms.

The research includes both a qualitative and a quantitative study. The details of the main research study are presented in the following sections.

The Qualitative Study

Purpose

The qualitative study contains two parts and serves two basic targets. First, as the exploratory and explanatory nature of the research study implies, the qualitative study aims to control, check, verify and refine the theoretical model if necessary. Since there exists no such complete model depicting the antecedents and consequences of relationship quality in the financial services context in the literature, and the model is of a multi-dimensional nature, checking the validity, completeness and correctness of the variables to be included in the model was required. Hence, the

main objective of exploratory research is the determination and the definition of the dependent and independent variables of the theoretical framework (please see Appendix A for the guideline used throughout the interviews).

As will be discussed in detail in the succeeding sections, the literature review and the first part of the qualitative study revealed that a massive questionnaire is required to be able to conduct the quantitative analysis of the research process. The review of the literature and the refinement of the model following the first phase of the qualitative study resulted in a questionnaire with 149 questions. The English and the Turkish versions of the original questionnaire are presented in Appendix C and Appendix D, respectively. Furthermore, the operational definition listing and the sources of the definitions regarding the constructs of the theoretical model are presented in Appendix E. However, following the discussions with the branch authorities in which the surveys were conducted, bank specialists and several academicians, it was decided that such a massive questionnaire was far beyond being usable and applicable because of the time required to fill-out the questionnaire, the willingness of a customer to fill-out such a long questionnaire, and considerations such as possible loss of customer concentration.

Additionally, the authorities interviewed claimed that some of the items existing in the literature may not be appropriate for the Turkish population and may not be understood as intended in the Turkish culture. Therefore, in order to increase the content validity of the scales and optimize the applicability and usability of the survey instrument, the second part of the qualitative study aimed at shortening and the refining of the questionnaire obtained as a result of the literature review and the first part of the qualitative study. Basically, the second part of the qualitative study

includes discussions to refine the items to be included in the scales for various constructs of the model and the assessment of the content validities of the scales.

Qualitative Research Design and Data Collection

A series of in-depth interviews was conducted with a convenience sample of individuals. When choosing the participants for this study, demographic characteristics such as age, gender, education and occupation were given priority. Individuals were been pre-screened to ensure that they had been using the financial services for at least one year. The discussions were held in Turkish and tape recorded. The process continued until no new information was obtained from the discussions. The second part of the qualitative study was conducted with the same sample of individuals after completing the first part of the qualitative study with all of the individuals.

Sixteen in-depth interviews were conducted for each part of the qualitative study. Table 3.1 below presents the characteristics of the respondents who participated in the qualitative research.

Table 3.1. Characteristics of the Respondents in Qualitative Research

Id	Age	Gender	Education	Occupation
1	Early 30s	Male	High School or Less	Officer
2	Early 30s	Female	High School or Less	Lower Manager
3	Early 30s	Female	University	Lower Manager
4	Early 30s	Female	University	Teacher
5	Early 40s	Male	Postgraduate Degree	Top Manager
6	Early 40s	Female	University	Accountant
7	Early 40s	Female	Postgraduate Degree	Middle Manager
8	Early 50s	Male	University	Branch Manager
9	Early 50s	Female	High School or Less	Housewife
10	Early 60s	Male	University	Self-Employed
11	Late 30s	Male	High School or Less	Self-Employed
12	Late 30s	Male	High School or Less	Clerical
13	Late 30s	Female	Postgraduate Degree	Middle Manager
14	Late 30s	Male	High School or Less	Officer
15	Late 50s	Male	University	Retired Lieutenant
16	Late 50s	Female	High School or Less	Housewife

Following the completion of the first part of the qualitative study with all 16 respondents the data obtained was analyzed and the findings were reflected in the proposed model, constructs and the scales. The theoretical model and the corresponding scales enriched by the analysis of the results of the first part of the qualitative study were used as an input to the second part of the qualitative research.

In the second part of the qualitative study, the respondents were provided the constructs having more than one items in the scales used to measure them and the corresponding items, and they were asked to evaluate each item on the scale according to the contribution it provided in the explanation of the construct being discussed. Accordingly, they were asked to choose the best item (or items), which they thought might be used as the representative of the overall scale (please see

Appendix A for the guideline used throughout the second part of the qualitative analysis).

The interviews for the first part of the qualitative study lasted 60 to 90 minutes, whereas the interviews for the second part of the qualitative study lasted 40 to 65 minutes. The answers of the respondents were evaluated taking into consideration their age, gender, education and occupation.

Data Analysis

The ethnographic summary technique was used to analyze the transcripts of the first part of the in-depth interviews' discussions. As stated by Gladwin (1989), Werner and Schoepfle (1987), the ethnographic summary technique relies on direct quotations from the transcripts of the interviews and may be used to analyze the data obtained from the interviews. The analysis aimed the control, verification and challenging of the constructs and relationships in the theoretical model, as well as the search for any possible modifications or additions regarding the factors to be incorporated in the theoretical model.

On the other hand, for the analysis of the open-ended part of the second part of the qualitative study, the ethnographic analysis was used to determine which items would have to be created anew or selected among the existing items of the scales for each construct along with the shortening and refinement of the proposed questionnaire with the constraint of maximizing the explanation power of the scales. Later, the inferences obtained from the text were combined with the answers of the questions, which aim the ranking of constructs according to their importance and

contribution they provide in the explanation of the corresponding scale, in the second part of the qualitative study to reach the final set of items for each construct.

The next section provides a summary of the findings from the qualitative data analysis.

Findings from the Qualitative Analysis

Antecedents of Relationship Quality

During the first part of the qualitative study the respondents were asked about their opinions concerning the factors that have an effect on the quality of the relationship between them and the salesperson involved in the financial services selling context. Below follows the comprehensive list of the topics most frequently mentioned by the respondents:

- Expertise (or competence) of the salesperson about financial services
- Ethical attitude of the salesperson
- Customer orientation and customer caring of the salesperson
- The level of selling orientation of the salesperson
- Information exchange capability and willingness of the salesperson
- Commitment and the desire of the salesperson to maintain the relationship
- Conflict and tension handling capability and willingness of the salesperson
- Willingness of the salesperson to cultivate the relationship
- Relationship proneness of the customer

- Personal relevance of the financial service, involvement level of the customer
- Commitment to and acquaintance with the salesperson and the firm of the customer
- Frequency of the relationship
- Relationship duration (or longevity)
- The way and the medium of customer-salesperson interactions
- Physical facilities, equipment and the appearance of the salesperson
- Salesperson's conformance to the promises
- Willingness of the salesperson to help customers and provide service
- Knowledge of the salesperson and his/her ability to inspire confidence
- Individualized attention the firm and the salesperson provide to its customers

The respondents' answers concerning the antecedents of relationship quality construct basically fall into the four categories being discussed above in the literature review, salesperson's characteristics, customer's characteristics, relationship characteristics and the service quality attributes.

Most of the respondents put a special emphasis on the characteristics of the salesperson as having the strongest influence on the relationship quality construct.

Below follows a list of excerpts from the discussions translated into English by the author (for the original statements in Turkish, please see Appendix B):

When you talk about any kind of relationship, the relationship quality is strictly contingent about the person with whom you are interacting. Even if all the other conditions are satisfied, without a trustworthy, competent, caring salesperson it is impossible to mention any kind of either quality or a mutual relationship (Quotation 1).

In today's world it is very hard to find salespeople approaching the customers in the right way, giving the impression that he is not approaching her for her money only, exhibiting a trustworthy image and telling the truth under all circumstances. Without those, how can we increase the quality of such relationships? (Quotation 2)

As the customer is the center of attention in even the most contemporary selling techniques, the world should turn around the axis of the customer. Namely, the customer should be cared for, her requests should be more important than anything else, in case of a conflict the customer should be taken to be right. So that I should choose the one which makes me the happiest, creates minimum problems for me and spends efforts on me. How can the quality of the relationship I have with a salesperson who does not call me regularly, not make me feel the attention paid to me increase? Relationship quality is the attention paid to the customer (Quotation 3).

I understand everything when I look through the eyes of the salesperson anyhow. It is not hard at all to guess to what extent he cares for the human dimension of the commercial relationship we are having, how important it is for him to meet sales targets, and what careful and detailed answers he will provide to my questions. Above all, if he starts talking about services in which I am not interested at all, then the relationship ends without commencing (Quotation 4).

For me, the most important determinants of relationship quality are the salesperson basing the relationship on a win-win principle and spending efforts to continue, enhance and cultivate the relationship (Quotation 5).

Since financial services is a field which directly affects my welfare as a customer, I believe that relationship quality depends on how competent the salesperson is on the subject, how honest the salesperson is and to what extent he considers my interests as a customer. For me, it has no importance at all how attractive the salesperson is, what an impressive style of speaking he has or what title is written on his business card. What he makes me earn or what he makes me not earn will be the determinants of the quality of our relationship (Quotation 6).

Sometimes I think that a person doesn't become a salesperson or a seller but is born so. It is an art to know how to approach the customer and when you interact with the people who use this art effectively, it is almost guaranteed that you will have a high-quality relationship (Quotation 7).

All of the respondents agreed that customer and relationship specific characteristics also have a significant effect on the formation of relationship quality.

Below is a list of excerpts from the discussions.

I know some people that constructing even a formal relationship with them is extremely difficult. I would never like to be a salesperson in charge of selling financial services to such people. In such a case, I don't think that you can do anything to improve the quality of the relationship you have (Quotation 8).

If a salesperson-customer relationship is of high-quality then it will last long, if it lasts long, then it is of high-quality (Quotation 9).

As a customer interacting with the same bank and the people for many years, I can say that as time passes by, both of the parties start to get a better understanding of each other. And since this automatically makes the expectations fulfilled, the relationship itself turns out to be of high-quality (Quotation 10).

Once my salesperson has told me that it is quite easy to interact with me as a customer. I think that both the personal characteristics of the customer and how she positions herself in a relationship may be a significant determinant of the future and the quality of the relationship (Quotation 11).

I do not know whether an interaction that has not been carried out face to face can be called a relationship. Even if it is called one, to what extent it is possible to mention the quality of this relationship? (Quotation 12)

Even if communication by phone is tolerable to some extent, the Internet negatively affects the relationship between my salesperson and me. Of course, face-to-face communication is the sincerest way (Quotation 13).

I believe that one of the hidden factors that determines the quality of the relationship between my salesperson and me is how important the service offered to me is (Quotation 14).

All frequent relationships may not be of high-quality, but a high-quality relationship mandates regular interaction if not frequent (Quotation 15).

The respondents also put emphasis on the service quality characteristics, some of which have already been captured in the statements regarding salesperson's characteristics. Below is a summary of excerpts from the discussions.

I believe that the quality of the relationship between the salesperson and me is related directly to the quality of the service I use. Hence, if the service you use does not mean high-quality to you, can the relationship itself be of high-quality to you only? (Quotation 16)
My salesperson's conformity to the promises he has made is among the most important determinants of our relationship's quality. Even one adverse example is sufficient for me to terminate the relationship (Quotation 17).

A relationship I constructed with a salesperson, from whom I know that I will receive on-time, willing and extensive response when I need help, means high quality to me (Quotation 18).

If we consider relationship quality to be an overall evaluation of the relationship, can we say that the appearance of the salesperson, the comfort of the branch you visit, or the taste of the coffee you are presented is not influential on this quality? For me, more or less, even the brand of the pen presented to me as a gift is influential (Quotation 19).

Most of the time when I visit the branch to meet my salesperson what I expect actually is to feel that I am special. This relationship is of high-quality to the extent that I see I mean something to that bank and I am treated specially (Quotation 20).

I should have no concerns about the capabilities, competence or the foresight of the salesperson when he suggests me something in order to evaluate the quality of our relationship to be high and in turn I spend effort to make this relationship continue (Quotation 21).

Sometimes when I think that I should make a change in my life, the bank and the salesperson I work with come to my mind. But later when I remember the special interest I was given and the returns of the investments we have made in the last year, I believe that it is not too logical. I think, the factors affecting relationship quality are implicitly hidden somewhere in what I have just told (Quotation 22).

Relationship Quality

During the first part of the qualitative study the respondents were asked about their opinion regarding the content and the dimensions of relationship quality construct between them and the salesperson involved in financial services selling context.

Below follows the comprehensive list of the topics most frequently mentioned by the respondents:

- Low or no perceived risk in undertaking the relationship
- Confidence concerning all the aspects of the relationship
- Trust in firm's credibility
- Trust in firm's benevolence

- Trust in salesperson's credibility
- Trust in salesperson's benevolence
- Cumulative satisfaction with the salesperson or the personnel of the service firm
- Cumulative satisfaction with the basic service of the salesperson
- Cumulative satisfaction with the service firm

The answers of the respondents showed a wide consensus about the dimensions of relationship quality. Most of the respondents focused on trust and satisfaction as the basic components constructing relationship quality in accordance with the literature (Keating et al., 2003; Crosby et al., 1990). Below follows excerpts from the discussions translated to English by the author (for the original statements in Turkish, please see Appendix B):

I believe that customer satisfaction lies at the heart of relationship quality. If you think that your relationship is of high quality, it is because the salesperson, the services offered by him and the organization he works for are fulfilling your expectations. And if your expectations are fulfilled then you are a satisfied customer (Quotation 23).

Relationship quality barely passes through satisfaction; as satisfaction increases so does the quality (Quotation 24).

Relationship quality is whether my bank or salesperson fulfills the promises they have made or not and to what extent my profits or losses are important to them (Quotation 25).

You probably receive no answer when you ask a dissatisfied customer about relationship quality. (Quotation 26)

I wonder whether the salesperson, who took my interests as the first priority when resolving a conflict not mentioned in our contract, was aware of the fact that he fundamentally had changed my thoughts regarding the quality of the relationship we had (Quotation 27).

An expectation takes shape in my mind by thinking about the history of our relationship with my salesperson. And so, I easily can guess what kind of a service I will receive. As I receive outcomes in accordance with my estimations, my existing satisfaction continues and this in turn forms the quality of our relationship (Quotation 28).

With the other factors, the public opinion about the organization my salesperson works for shapes our relationship quality in my mind (Quotation 29).

As a customer, I think that it takes a long time to form my consideration regarding relationship quality. Throughout this period, I consider the feeling of satisfaction my bank or salesperson have aroused, not instantaneous or daily satisfaction, and I build my thoughts about relationship quality over it (Quotation 30).

Trust, trust and trust. If you really trust the organization and the person you are interacting with, then your relationship is of high quality (Quotation 31).

Consequences of Relationship Quality

During the first part of the qualitative study the respondents were asked about their opinion regarding the factors that are affected by the quality of the relationship

between them and the salesperson involved in the financial services selling context.

Below follows the comprehensive list of the topics most frequently mentioned by the respondents:

- Willingness of the customer to continue the relationship
- Willingness of the customer to enhance the scope of the relationship when applicable
- Increased efforts of the salesperson or the firm to initiate the exchange of information with the customer
- Increased efforts of the salesperson or the firm to treat and serve “special” customers in a privileged way
- Increased efforts of the salesperson or the firm to interact “special” customers in a warmer and more personal manner

- Increased rewarding opportunities presented by the salesperson or the customer

The respondents' answers focused on the two aspects of relationship marketing effectiveness which are the possible outcomes from the customer perspective and the possible marketing efforts to be presented by the company as a result of relationship quality. Below follows excerpts from the discussions translated to English by the author (for the original statements in Turkish, please see Appendix B):

Why would you think of terminating a high-quality relationship? If the firm or the salesperson has succeeded at keeping the relationship with you high quality, then it means that they are spending efforts for this relationship. And this is a significant opportunity for a customer (Quotation 32).

As the quality of my relationship with my bank increases, I feel that my salesperson is spending more efforts to make this relationship continue. And this motivates me to continue the relationship (Quotation 33).

As the relationship between my salesperson and me strengthens, I realize that the salesperson has worked more to know more about me as a customer and to serve me better (Quotation 34).

When the relationship with my bank started being long-term and of high quality, I started receiving personalized product offers, special rates for some products and discounts (Quotation 35).

I believe that the customer specific communication efforts of a bank are affected by the quality of the relationship between the bank and the customer (Quotation 36).

You know, in most of the CRM applications, the offering of special campaigns, customer specific promotions and the design of products for the profitable customers of the bank are aimed. The extent to which customers perceive these efforts is also dependant on to what degree the customer finds this relationship to be of high quality (Quotation 37).

If you believe that the relationship you have with your salesperson or the bank is of high quality, isn't it straightforward that you would expect your bank to offer specialized services, personalized gifts for you and differentiate you from the other customers, and isn't it straightforward that you would have no difficulty in perceiving and taking these efforts into consideration (Quotation 38).

If I am satisfied with the quality of our relationship, I would do my best to continue and enhance this relationship and I expect my salesperson and my bank to do the same (Quotation 39).
If the perception of the customer is not at a sufficient level, then the efforts of the bank to keep the existing customers and to enhance the scope of the relationship with those customers will be of no use. And the key to this is the relationship quality (Quotation 40).

Findings from the Second Part of the Qualitative Study

Following the second part of the qualitative study, a preliminary judgmental reliability analysis for the scales used in the research was conducted using the results obtained from the qualitative study. The aim of this analysis was to assess whether the measures adequately captured the domain of the characteristic. During this analysis, the items which are not appropriate for the Turkish population and which may not be understood as intended in the Turkish culture, as indicated by the results of the qualitative study, were removed from the scales.

The scales of the following variables were revised during the study:

- Seller's Characteristics
 - Expertise (Competence)
 - Ethics
 - Customer Orientation
 - Selling Orientation
 - Information Exchange (Communication)
 - Commitment
 - Conflict Handling
 - Relational Selling Behavior

- Interaction Intensity
 - Agent Disclosure
 - Customer Disclosure
 - Cooperative Intentions
- Customer's Characteristics
 - Relationship Proneness
 - Involvement (Enduring)
 - Commitment
- Service Quality
 - Tangibles
 - Reliability
 - Responsiveness
 - Reassurance
 - Empathy
- Relationship Quality
 - Trust
 - Trust in firm's credibility
 - Trust in firm's benevolence
 - Trust in salesperson's credibility
 - Trust in salesperson's benevolence
- Relationship Marketing Effectiveness
 - Relationship Continuity
 - Communication
 - Differentiation

- Personalization
- Rewarding

Please refer to Appendix F for the operational definitions of the variables obtained after the qualitative study.

Theoretical Framework of the Study

The theoretical framework of the study is presented in Figure 3.1.

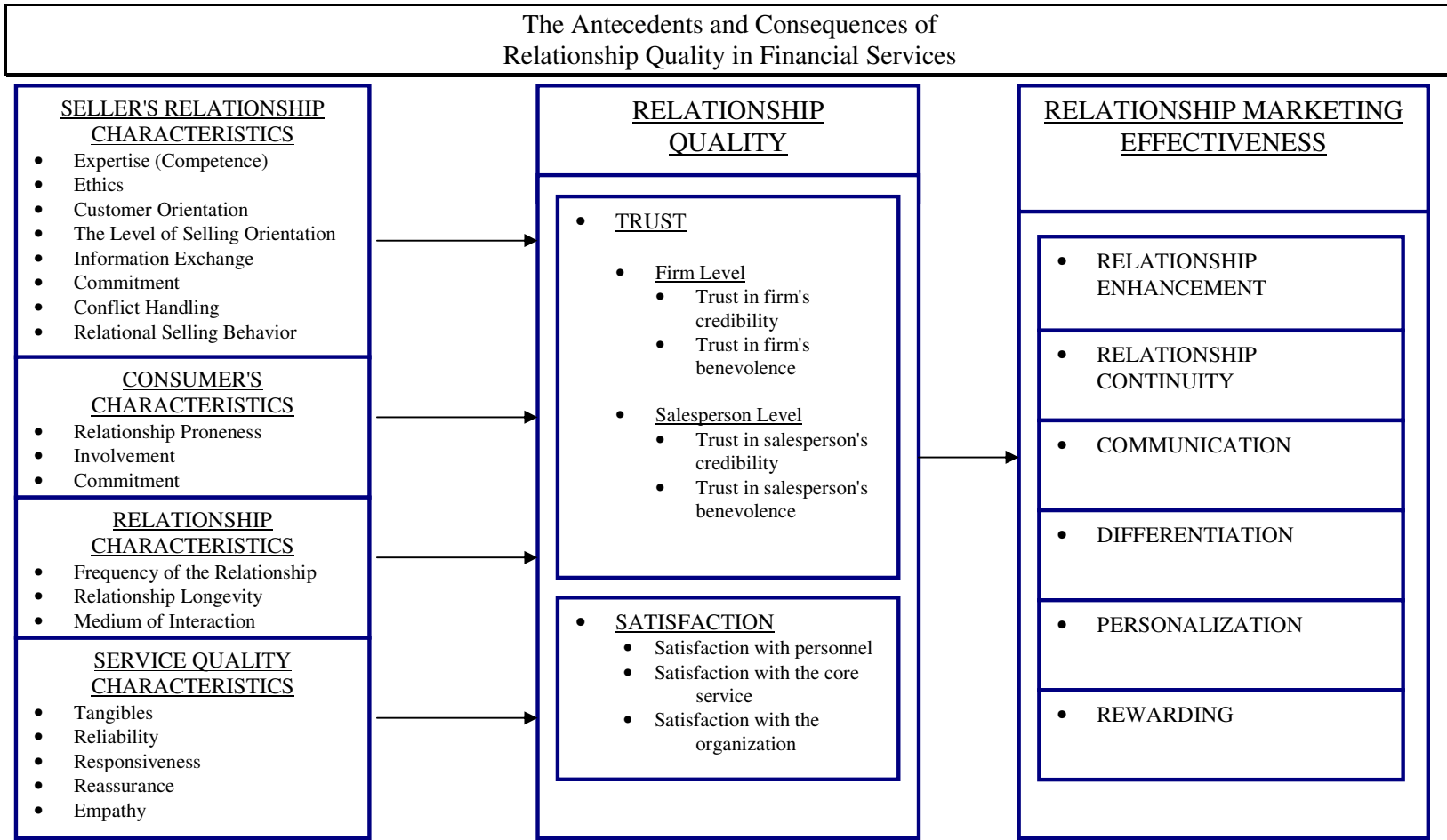


Figure 3.1. Theoretical Framework

According to the theoretical framework, there exist three main parts involved in this research. The first part deals with the independent variables of the study, which are proposed to serve as the antecedents of relationship quality in the consumer services selling context. These variables include seller's relationship characteristics, customer characteristics, relationship characteristics and service quality variables. The second part deals with the relationship quality construct, which serves as both a dependent variable and an independent variable in the study, in the structural equation modelling context. The relationship quality construct is proposed to have two basic dimensions, which are trust and satisfaction. The third part consisting relationship marketing effectiveness construct is a dependent variable in the study and is proposed to have six basic dimensions, which are relationship enhancement, relationship continuity, communication, differentiation, personalization and rewarding.

The variables included in the model and their operationalization are explained in detail in the following sections.

The Variables Included in the Model

Since the theoretical model proposed aims to explore the antecedents and consequences of relationship quality, there exist two sets of dependent and independent variables. In the first part of the model the relationship quality construct is the dependent variable, whereas in the second part of the model relationship quality construct is the independent variable. Below is the list of dependent and independent variables in both parts of the model:

The independent variables for the first part of the model, which stand as the antecedents of relationship quality, are as follows:

- Seller's Characteristics
 - Expertise (Competence)
 - Ethics
 - Customer Orientation
 - The Level of Selling Orientation
 - Information Exchange (Communication)
 - Commitment
 - Conflict Handling
 - Relational Selling Behavior
 - Interaction Intensity
 - Agent Disclosure
 - Customer Disclosure
 - Cooperative Intentions
- Customer's Characteristics
 - Relationship Proneness
 - Involvement
 - Commitment
- Relationship Characteristics
 - Frequency of the Relationship
 - Relationship Longevity
 - Medium of Interaction
- Service Quality

- Tangibles
- Reliability
- Responsiveness
- Reassurance
- Empathy

The dependent variable for the first part of the model is relationship quality, which contains two main dimensions:

- Relationship Quality
 - Trust
 - Firm Level
 - Trust in firm's credibility
 - Trust in firm's benevolence
 - Salesperson Level
 - Trust in salesperson's credibility
 - Trust in salesperson's benevolence
 - Satisfaction
 - Satisfaction with the personnel
 - Satisfaction with the core service
 - Satisfaction with the organization

The independent variable for the second part of the model is relationship quality and the dependent variable for the second part of the model is relationship marketing effectiveness, which contains six main dimensions as presented below:

- Relationship Marketing Effectiveness
 - Relationship Enhancement

- Relationship Continuity
- Communication
- Differentiation
- Personalization
- Rewarding

Survey on the Antecedents and Consequences of Relationship Quality

This section aims to present the methodology used in the quantitative part of the research. The following sections review the research hypotheses, data collection method and the data analysis methods.

Research Hypotheses

Based on the literature review and discussion presented in Section 1, the following hypotheses are proposed:

Hypotheses on Seller's Relationship Characteristics and Relationship Quality

- There exists a positive relationship between seller's expertise and customer's perception of relationship quality (Anderson and Weitz, 1989; Swan et al., 1985; Crosby et al., 1990; Wray et al., 1994; Bejou et al., 1996).

Hypothesis 1a: As the perceived expertise of the seller increases, so does the trust of the customer in the firm and the salesperson.

Hypothesis 1b: As the perceived expertise of the seller increases, so does the satisfaction of the customer with the firm and the salesperson.

- There exists a positive relationship between the seller's ethical behavior and the customer's perception of relationship quality (Lagace et al., 1991; Whalen et al., 1991; Wray et al., 1994; Bejou et al., 1996).

Hypothesis 2a: When the seller is perceived as behaving more ethically, the trust of the customer in the firm and the salesperson increases.

Hypothesis 2b: When the seller is perceived as behaving more ethically, the satisfaction of the customer with the firm and the salesperson increases.

- There exists a positive relationship between the seller's customer orientation and the customer's perception of relationship quality (Wray et al., 1994; Bejou et al., 1996; Saxe and Weitz, 1982).

Hypothesis 3a: As the perceived customer orientation of the seller increases, so does the trust of the customer in the firm and the salesperson.

Hypothesis 3b: As the perceived customer orientation of the seller increases, so does the satisfaction of the customer with the firm and the salesperson.

- There exists a negative relationship between the seller's selling orientation and the customer's perception of relationship quality (Wray et al., 1994; Bejou et al., 1996; Crosby et al., 1990; Roberts et al., 2003; Dorsch et al., 1988; Saxe and Weitz, 1982).

Hypothesis 4a: As the perceived selling orientation of the seller increases, the trust of the customer in the firm and the salesperson decreases.

Hypothesis 4b: As the perceived selling orientation of the seller increases, the satisfaction of the customer with the firm and the salesperson decreases.

- There exists a positive relationship between seller's information exchange willingness and capability and customer's perception of relationship quality (Kumar et al., 1995; Crosby et al., 1990; Anderson and Narus, 1984; Morgan and Hunt, 1994; Duncan and Moriarty, 1998).

Hypothesis 5a: As the perceived information exchange willingness and capability of the seller increases, so does the trust of the customer in the firm and the salesperson.

Hypothesis 5b: As the perceived information exchange willingness and capability of the seller increases, so does the satisfaction of the customer with the firm and the salesperson.

- There exists a positive relationship between seller's commitment and customer's perception of relationship quality (Morgan and Hunt, 1994; Dwyer et al., 1987; Parasuraman et al., 1985; Selnes, 1998).

Hypothesis 6a: As the perceived commitment of the seller increases, so does the trust of the customer in the firm and the salesperson.

Hypothesis 6b: As the perceived commitment of the seller increases, so does the satisfaction of the customer with the firm and the salesperson.

- There exists a positive relationship between seller's conflict handling capability and willingness and customer's perception of relationship quality (Dwyer et al., 1987; Selnes, 1998; Gundlach and Murphy, 1993; Raven and Kruglanski, 1970).

Hypothesis 7a: As the perceived conflict handling capability and willingness of the seller increases, so does the trust of the customer in the firm and the salesperson.

Hypothesis 7b: As the perceived conflict handling capability and willingness of the seller increases, so does the satisfaction of the customer with the firm and the salesperson.

- There exists a positive relationship between perceived relational selling behavior of the salesperson and customer's perception of relationship quality (Crosby et al., 1990; Williamson, 1983; Crosby, 1984).

Hypothesis 8a: As the perceived relational selling behavior of the salesperson increases, so does the trust of the customer in the firm and the salesperson.

Hypothesis 8b: As the perceived relational selling behavior of the salesperson increases, so does the satisfaction of the customer with the firm and the salesperson.

Hypotheses on Customer's Relationship Characteristics and Relationship Quality

- There exists a positive relationship between customer's relationship proneness and customer's perception of relationship quality (De Wulf and Schroder, 1999; Wilson, 1995; Bendapudi and Berry, 1997).

Hypothesis 9a: As the customer's relationship proneness increases, so does the trust of the customer in the firm and the salesperson.

Hypothesis 9b: As the customer's relationship proneness increases, so does the satisfaction of the customer with the firm and the salesperson.

- There exists a positive relationship between customer's involvement in the service category and customer's perception of relationship quality (Swinyard, 1993; Belonax and Javalgi, 1989; Olivia et al., 1995).

Hypothesis 10a: As the customer's involvement in the service category increases, so does the trust of the customer in the firm and the salesperson.

Hypothesis 10b: As the customer's involvement in the service category increases, so does the satisfaction of the customer with the firm and the salesperson.

- There exists a positive relationship between the customer's commitment to the service provider and the customer's perception of relationship quality (Morgan and Hunt, 1994; Berry and Parasuraman, 1991; Kumar et al., 1995; Stern, 1997).

Hypothesis 11a: As the customer's commitment to the service provider increases, so does the trust of the customer in the firm and the salesperson.

Hypothesis 11b: As the customer's commitment to the service provider increases, so does the satisfaction of the customer with the firm and the salesperson.

Hypotheses on Relationship Characteristics and Relationship Quality

- There exists a positive relationship between the frequency of the relationship and customer's perception of relationship quality (Lagace et al., 1991; Wray et al., 1994; Crosby et al., 1990; Swan and Nolan 1985).

Hypothesis 12a: As the frequency of the relationship increases, so does the trust of the customer in the firm and the salesperson.

Hypothesis 12b: As the frequency of the relationship increases, so does the satisfaction of the customer with the firm and the salesperson.

- There exists a positive relationship between the relationship longevity and the customer's perception of relationship quality (Bejou et al., 1996; Lagace et al., 1991; Wray et al., 1994; Crosby et al., 1990; Swan and Nolan 1985).

Hypothesis 13a: As the relationship longevity increases, so does the trust of the customer in the firm and the salesperson.

Hypothesis 13b: As the relationship longevity increases, so does the satisfaction of the customer with the firm and the salesperson.

- Relationship quality increases as the level of human interaction increases during the service encounter (Forman and Sriram, 1991; Grove and Fisk, 1997).

Hypothesis 14a: The trust of the customer in the firm and the salesperson increases as the level of human interaction increases during the service encounter.

Hypothesis 14b: The satisfaction of the customer with the firm and the salesperson increases as the level of human interaction increases during the service encounter.

Hypotheses on Service Quality Characteristics and Relationship Quality

- There exists a positive relationship between the service quality and the customer's perception of relationship quality (Crosby et al., 1990; Wong and Sohal, 2002; Page, 2000; Keating et al., 2003; Storbacka et al., 1994).

Hypothesis 15a: As the service quality perceived by the customer increases, so does the trust of the customer in the firm and the salesperson.

Hypothesis 15b: As the service quality perceived by the customer increases, so does the satisfaction of the customer with the firm and the salesperson.

Hypotheses on Relationship Quality and Relationship Marketing Effectiveness

- There exists a positive relationship between relationship quality perceived by the customer and the effectiveness of the relationship marketing efforts of the firm and the salesperson (Selnes, 1998; Gordon et al., 1998; Fornell, 1992; Hirschman 1970; Angeles, 1992; Bagozzi, 1995; Ganesan, 1994).

Hypothesis 16a: As the trust of the customer in the firm and the salesperson increases, so does the effectiveness of the relationship marketing efforts of the firm and the salesperson.

Hypothesis 16b: As the satisfaction of the customer with the firm and the salesperson increases, so does the effectiveness of the relationship marketing efforts of the firm and the salesperson.

Measures and Operationalization of the Variables

This section presents the scales (including all of the items before the refinement performed during the qualitative research studies) used to measure the constructs of the study. Please refer to Appendix F for the final list of scales obtained after the summarization and refinement of the scales in this section.

Seller's Characteristics

Expertise (Competence)

A six-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Crosby et al., 1990). There are no reverse coded items in the scale.

Table 3.2. Items Measuring Seller's Expertise

- | |
|--|
| <ol style="list-style-type: none">1. This salesperson is knowledgeable and experienced in insurance.2. This salesperson is knowledgeable and experienced in investment funds.3. This salesperson is knowledgeable and experienced in tax planning.4. This salesperson is knowledgeable and experienced in financial planning.5. This salesperson is knowledgeable and experienced in portfolio management.6. This salesperson is knowledgeable and experienced in credit cards. |
|--|

Ethics

A five-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Saxe and Weitz, 1982).

Some of the items in the scale are reverse coded. These items are indicated by the sign "RC".

Table 3.3. Items Measuring Seller's Ethics

- | |
|---|
| <ol style="list-style-type: none"> 1. This salesperson stresses the truth in the service representations. 2. This salesperson talks first and listens to my needs later (RC). 3. This salesperson tries to convince me to buy more than I need (RC). 4. This salesperson paints rosy pictures of the services to make them sound as good as possible (RC). 5. This salesperson makes recommendations based on what he thinks he can sell, and not on the basis of long-term satisfaction (RC). |
|---|

Customer Orientation

An eight-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Saxe and Weitz, 1982). There are no reverse coded items in the scale.

Table 3.4. Items Measuring Customer Orientation of the Seller

- | |
|---|
| <ol style="list-style-type: none"> 1. This salesperson gives accurate representations of what the service will do for me. 2. This salesperson tries to get me to discuss my service needs. 3. This salesperson tries to help me achieve my financial objectives. 4. This salesperson tries to figure out what my financial needs are. 5. This salesperson has my best interests as a customer in mind. 6. This salesperson takes a problem-solving approach in selling to me. 7. This salesperson recommends the services best suited to solve my financial problems. 8. This salesperson tries to find out which services would be most helpful to me as a customer. |
|---|

Selling Orientation

A five-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Saxe and Weitz, 1982). There are no reverse coded items in the scale.

Table 3.5. Items Measuring Selling Orientation of the Seller

- | |
|--|
| <ol style="list-style-type: none">1. This salesperson applies sales pressure even though he/she knows the product is not right for me.2. The salesperson implies that things are beyond his/her control when in reality they are not.3. The salesperson spends more time trying to persuade than trying to discover my service needs.4. This salesperson agrees with me only to please me.5. This salesperson is always looking for ways to apply pressure to make me buy. |
|--|

Information Exchange (Communication)

A four-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Selnes, 1998). There are no reverse coded items in the scale.

Table 3.6. Items Measuring Communication Capability of the Seller

- | |
|---|
| <ol style="list-style-type: none">1. This salesperson provides information that can be trusted.2. This salesperson provides timely and error-free information.3. This salesperson fulfills his/her promises.4. This salesperson provides information about quality and service-related problems. |
|---|

Commitment

A three-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Selnes, 1998). There are no reverse coded items in the scale.

Table 3.7. Items Measuring Commitment of the Seller

- | |
|--|
| <ol style="list-style-type: none">1. This salesperson makes adjustments to customer's needs.2. This salesperson tailor-makes service offering to the customer's needs.3. The salesperson is flexible when customer's financial needs change. |
|--|

Conflict Handling

A three-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Selnes, 1998). There are no reverse coded items in the scale.

Table 3.8. Items Measuring Conflict Handling Capability of the Seller

- | |
|--|
| <ol style="list-style-type: none">1. This salesperson avoids potential conflicts.2. This salesperson solves manifest conflicts before they create problems.3. This salesperson openly discusses solutions when problems arise. |
|--|

Relational Selling Behavior

Interaction Intensity

An eight-item, five-point rating scale ranging from "five times or more" to "never" is used (Crosby et al., 1990). The coding specifications are:

- 1: Never
- 2: Once
- 3: Two or three times
- 4: Four times
- 5: Five times or more

Table 3.9. Items Measuring Interaction Intensity of the Seller

- | |
|---|
| <ol style="list-style-type: none">1. Was contacted by my agent who wanted to stay "in touch" and make sure I was still satisfied.2. Was contacted by my agent who wanted to keep abreast of changes in my family and financial needs.3. Was contacted by my agent who wanted to make changes in my portfolio to better serve my needs.4. Was contacted by my agent who wanted to restructure my portfolio to better serve my needs.5. My agent explained why it is a good idea to keep my current portfolio.6. Received something of a personnel nature from my agent (e.g. birthday card, holiday gift, etc.)7. Was contacted by my agent who wanted to sell me more life insurance (RC).8. Was contacted by my agent who wanted to describe new types of financial services that had become available. |
|---|

Agent Disclosure

A six-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Crosby et al., 1990). There are no reverse coded items in the scale.

Table 3.10. Items Measuring Disclosure of the Seller

- | |
|--|
| <ol style="list-style-type: none">1. My agent has confided in me a lot of information about his/her own financial situation and dealings.2. My agent has confided in me a lot of information about his/her own financial goals and objectives, even hopes and dreams for the future.3. My agent has confided in me a lot of information about his/her background, personal life, and family situation.4. My agent has told me a lot about financial mistakes he/she made in the past.5. My agent has told me a lot about his/her job (e.g., responsibilities, failures and accomplishments, likes and dislikes for occupation.6. My agent has confided in me a lot of information about his/her values, religious beliefs, and political beliefs. |
|--|

Customer Disclosure Index

An eight-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Crosby et al., 1990). There are no reverse coded items in the scale.

Table 3.11. Items Measuring Customer Disclosure

1. I have confided in the agent a lot of information about my current financial situation (e.g., income, assets, investments, and obligations). 2. I have confided in the agent a lot of information about my financial goals and objectives, even hopes and dreams for the future. 3. I have confided in the agent a lot of information about my background, personal life, and family situation. 4. I have told the agent about the financial mistakes I made in the past. 5. I have told the agent a lot about my job (e.g., responsibilities, failures and accomplishments, likes and dislikes of occupation). 6. I have expressed to my agent my liking and respect for him/her as a person. 7. I have confided in the agent a lot of information about my values, religious beliefs, and political beliefs. 8. I have expressed to the agent my dissatisfaction with other financial advisors I have such as my lawyer, accountant, insurance agent or other financial service providers.

Cooperative Intention

A four-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Crosby et al., 1990). There are no reverse coded items in the scale.

Table 3.12. Items Measuring Cooperative Intention of the Seller

1. My agent has expressed a willingness to help me make my financial decisions even if there is nothing in it for him/her. 2. My agent takes the time to prepare formal proposals for me to evaluate. 3. My agent treats me the same whether we're talking about \$5,000 portfolio or a \$50,000 policy. 4. My agent has expressed a desire to develop a long-term relationship.

Customer's Characteristics

Relationship Proneness

A four-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Schröder et al., 2000). There are no reverse coded items in the scale.

Table 3.13. Items Measuring Relationship Proneness of the Customer

- | |
|---|
| <ol style="list-style-type: none">1. Generally, I am someone who likes to seek contact with others.2. Generally, I am someone who has no difficulty "mingling" in a group.3. Generally, I am someone who, given the chance, seeks contact with others.4. Generally, I am someone who likes to be a regular customer of the same financial institution. |
|---|

Involvement (Enduring)

A twenty-item, seven-point semantic differential scale, measuring the enduring and intrinsic (rather than situational) relevance of financial services to a person, is used (Zaichkowsky, 1985, Schröder et al., 2000).

Table 3.14. Items Measuring Involvement of the Customer

- | |
|--|
| 1. Important-Not Important |
| 2. Of no concern- Of concern to me |
| 3. Irrelevant-Relevant |
| 4. Means a lot to me-Means nothing to me |
| 5. Useless-Useful |
| 6. Valuable-Worthless |
| 7. Trivial-Fundamental |
| 8. Beneficial-Not Beneficial |
| 9. Matters to me-Does not matter |
| 10. Uninterested-Interested |
| 11. Significant-Insignificant |
| 12. Vital-Superfluous |
| 13. Boring-Interesting |
| 14. Unexciting-Exciting |
| 15. Appealing-Unappealing |
| 16. Mundane-Fascinating |
| 17. Essential-Nonessential |
| 18. Undesirable-Desirable |
| 19. Wanted-Unwanted |
| 20. Not needed-Needed |

Commitment

A three-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Roberts et al., 2000). There are no reverse coded items in the scale.

Table 3.15. Items Measuring Relationship Commitment of the Customer

- | |
|--|
| <ol style="list-style-type: none">1. I feel emotionally attached to this service provider.2. I continue to deal with this service provider because I like being associated with her/him.3. I continue to deal with this service provider because I genuinely enjoy my relationship with her/him. |
|--|

Relationship Characteristics

Frequency of the Relationship

A single-item, ratio-scale is used.

Table 3.16. Item Measuring Frequency of the Relationship

- | |
|--|
| <ol style="list-style-type: none">1. On average, how many times a year do you interact with your service provider? |
|--|

Relationship Longevity

A single-item, five-point multi-chotomous scale ranging from "less than a year" to "more than 3 years" is used (Wray et al., 1994; Lagace et al., 1991).

Table 3.17. Item Measuring Relationship Longevity

- | |
|---|
| <ol style="list-style-type: none">1. For how long have you been interacting with this service provider? (Less than a year, between 1 year and 20 months, between 20 months and 28 months, between 28 months and 36 months, more than 3 years) |
|---|

Medium of Interaction

A single-item, dichotomous scale is used.

Table 3.18. Item Measuring Medium of Interaction

- | |
|--|
| 1. Generally how do you interact with your service provider? (Face-to-face environment, electronic medium) |
|--|

Service Quality

Tangibles

A four-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Parasuraman et al., 1988). There are no reverse coded items in the scale.

Table 3.19. Items Measuring Tangibles Dimension of Service Quality

- | |
|---|
| <ol style="list-style-type: none">1. This service provider has up-to-date equipment.2. This service provider's physical facilities are visually appealing.3. This service provider's employees are well dressed and appear neat.4. The appearance of the physical facilities of this service provider is in keeping with the type of service provided. |
|---|

Reliability

A five-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Parasuraman et al., 1988). There are no reverse coded items in the scale.

Table 3.20. Items Measuring Reliability Dimension of Service Quality

- | |
|---|
| <ol style="list-style-type: none">1. When this service provider promises to do something by a certain time, it does so.2. When you have problems, this service provider is sympathetic and reassuring.3. This service provider is dependable.4. This service provider provides its services at the time it promises to do so.5. This service provider keeps its records accurately. |
|---|

Responsiveness

A four-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Parasuraman et al., 1988). All of the items in the scale are reverse coded.

Table 3.21. Items Measuring Responsiveness Dimension of Service Quality

- | |
|---|
| <ol style="list-style-type: none">1. This service provider does not tell customers exactly when services will be performed.2. You do not receive prompt service from this service provider.3. Employees of this service provider are not always willing to help customers.4. Employees of this service provider are too busy to respond to customer requests promptly. |
|---|

Assurance

A four-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Parasuraman et al., 1988). There are no reverse coded items in the scale.

Table 3.22. Items Measuring Assurance Dimension of Service Quality

- | |
|--|
| <ol style="list-style-type: none">1. The behavior of this service provider instills confidence in customers.2. You feel safe in your transactions with this service provider.3. Employees of this service provider are consistently courteous to you.4. Employees of this service provider have the knowledge to answer your questions. |
|--|

Empathy

A five-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Parasuraman et al., 1988). All of the items in the scale are reverse coded.

Table 3.23. Items Measuring Empathy Dimension of Service Quality

- | |
|--|
| <ol style="list-style-type: none">1. This service provider does not give you individual attention.2. Employees of this service provider do not give personal attention.3. Employees of this service provider do not what know your needs are.4. This service provider does not have your best interests at heart.5. This service provider does not have operating hours convenient to all their customers. |
|--|

Relationship Quality

Trust

Trust in Firm's Credibility

A three-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Roberts et al., 2003; Morgan and Hunt, 1994; Crosby et al., 1990).

There are no reverse coded items in the scale.

Table 3.24. Items Measuring Trust in Firm's Credibility

- | |
|--|
| <ol style="list-style-type: none">1. This service provider is honest about problems.2. This service provider has high integrity.3. This service provider is trustworthy. |
|--|

Trust in Firm's Benevolence

A three-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Roberts et al., 2003; Morgan and Hunt, 1994; Crosby et al., 1990).

There are no reverse coded items in the scale.

Table 3.25. Items Measuring Trust in Firm's Benevolence

- | |
|---|
| <ol style="list-style-type: none">1. This service provider is concerned about my welfare.2. When I confide my problems to this service provider, I know they will respond with understanding.3. I can count on this service provider considering how their actions affect me. |
|---|

Trust in Salesperson's Credibility

A three-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Roberts et al., 2003; Morgan and Hunt, 1994; Crosby et al., 1990).

There are no reverse coded items in the scale.

Table 3.26. Items Measuring Trust in Salesperson's Credibility

- | |
|---|
| <ol style="list-style-type: none">1. This salesperson is honest about problems.2. This salesperson has high integrity.3. This salesperson is trustworthy. |
|---|

Trust in Salesperson's Benevolence

A three-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Roberts et al., 2003; Morgan and Hunt, 1994; Crosby et al., 1990).

There are no reverse coded items in the scale.

Table 3.27. Items Measuring Trust in Salesperson's Benevolence

- | |
|--|
| <ol style="list-style-type: none">1. This salesperson is concerned about my welfare.2. When I confide my problems to this salesperson, I know he/she will respond with understanding.3. I can count on this salesperson considering how his/her actions affect me. |
|--|

Satisfaction

Satisfaction with Personnel

A single-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Crosby et al., 1990). There are no reverse coded items in the scale.

Table 3.28. Item Measuring Satisfaction with Personnel

1. I am satisfied with the personnel of this service provider.

Satisfaction with the Core Service

A single-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Crosby et al., 1990). There are no reverse coded items in the scale.

Table 3.29. Item Measuring Satisfaction with the Core Service

1. I am satisfied with the personnel of the core service of this service provider.

Satisfaction with the Organization

A single-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Crosby et al., 1990). There are no reverse coded items in the scale.

Table 3.30. Item Measuring Satisfaction with the Organization

1. I am satisfied with this service provider organization.

Relationship Marketing Effectiveness

Relationship Enhancement

A single-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Selles, 1998). There are no reverse coded items in the scale.

Table 3.31. Item Measuring Relationship Enhancement

1. I am willing to enhance the scope of the relationship with this service provider.

Relationship Continuity

A three-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Schröder et al., 2000). There are no reverse coded items in the scale.

Table 3.32. Items Measuring Relationship Continuity

- | |
|--|
| <ol style="list-style-type: none">1. This service provider makes efforts to increase regular customer loyalty.2. This service provider makes various efforts to improve its ties with regular customers.3. This service provider really cares about keeping regular customers. |
|--|

Communication

A three-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Schröder et al., 2000). There are no reverse coded items in the scale.

Table 3.33. Items Measuring Communication

- | |
|---|
| <ol style="list-style-type: none">1. This service provider often sends mailings to regular customers.2. This service provider keeps regular customers informed through mailings.3. This service provider often informs regular customers through brochures. |
|---|

Differentiation

A three-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Schröder et al., 2000). There are no reverse coded items in the scale.

Table 3.34. Items Measuring Differentiation

- | |
|--|
| <ol style="list-style-type: none">1. This service provider makes greater efforts for regular customers than for non-regular customers.2. This service provider offers better service to regular customers than to non-regular customers.3. This service provider does more for regular customers than for non-regular customers. |
|--|

Personalization

A three-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Schröder et al., 2000). There are no reverse coded items in the scale.

Table 3.35. Items Measuring Personalization

- | |
|---|
| <ol style="list-style-type: none">1. This service provider takes the time to personally get to know regular customers.2. This service provider often holds personal conversations with regular customers.3. This service provider often inquires about the personal welfare of regular customers. |
|---|

Rewarding

A three-item, five-point Likert-scale ranging from "strongly agree" to "strongly disagree" is used (Schröder et al., 2000). There are no reverse coded items in the scale.

Table 3.36. Items Measuring Rewarding

- | |
|--|
| <ol style="list-style-type: none">1. This service provider rewards regular customers for their patronage.2. This service provider offers regular customers something extra since they keep their relationships with the firm.3. This service provider really cares about keeping regular customers by following a loyalty management strategy. |
|--|

Demographics

For respondents' demographical characteristics age, gender, education, income, occupation and marital status were asked. For the operationalization of these variables please refer to questions 42-47 in the questionnaire in Appendix K.

Data Collection Method

Two types of data have been used for this study, primary data and secondary data.

Secondary data include articles and books from the literature.

Following the qualitative part of the study, the model and the variables were finalized and the final version of the questionnaire was constructed to serve as the source of the primary data. The primary data for the quantitative part of the research was collected through a structured questionnaire on the Internet and from the branches in Istanbul of a medium-size bank in Turkey and through the qualitative study.

The Pilot Study for the Questionnaire

Prior to finalizing the survey instrument, a pilot study was conducted with a convenience sample of 10 people including branch managers, through which the questionnaires were collected, retail banking group employees and academics.

Following the discussions a few modifications in the wording of the questionnaires were made and a few open-ended questions were added to the questionnaire. The details of modifications were as follows:

1. The term “tax planning” was removed from the first question upon the request of the bank authorities, as the salespeople in the branches do not provide services in tax planning.

2. The negative wording (reverse coding) in the questions 2, 4, 23 and 25 was removed upon the request of bank employees as it might have created discomfort among the respondents.
3. The items in question 20 were expanded to include more items.
4. Question 40 was added to obtain the number and the names of the banks with which the respondents actively work.
5. Question 44 was added to be able to get the sector in which the respondent was employed.
6. Questions 47 and 48 (open-ended questions) were added to elicit the respondents' opinion about the best and the worst services of the bank.

Additionally, all the Likert interval scales used in the survey were modified to include four-points (ranging from strongly disagree to strongly agree) in order to eliminate the social desirability bias arising from respondents' attitude to please the interviewer or try to appear helpful (Garland, 1991; Armstrong, 1985).

The Finalized Survey Instrument

The final version of the questionnaire distributed to the branches and published on the Internet is provided in Appendix G and Appendix J, respectively. Structured-undisguised questionnaires were used for the study. Namely, the questions were presented with exactly the same order and wording to all of the respondents either through the branches or through the Internet. The method of administration for the respondents in the branches was personal interviews, whereas the method for Internet users was self-administration.

The questionnaire included a preface explaining the respondents the reason why this questionnaire was being collected, confidentiality issues and instructions for filling out the questionnaire. Furthermore, a separate instruction sheet for the branch manager, who was asked to administer the interviews in the branches, was prepared and distributed to the branches along with the questionnaires (Please see Appendix H for the list of instructions for the branch managers). This document included an explanation of the research, the important points to pay attention to throughout the collection of surveys, where, when and how to send the completed questionnaires. Since the survey included many questions regarding the salespeople in the branches, the branch managers were warned explicitly that the salesperson should not be involved in any of the activities related to questionnaire collection and submission. Furthermore, the head of the retail banking group of the bank wrote a letter specifically asking the branch authorities to pay special attention to the issues specified in the instruction sheet. In addition, the assistant to the head of the retail banking group of the bank made a phone call to each of the branch managers, through whom the questionnaires were to be collected, in order to give a brief summary of the methodology to be followed during questionnaire collection verbally and answered the questions they had. Additionally, the retail banking group authorities explained to the branch managers that this study was an academic research, not a branch evaluation of any type, and that the findings of the survey would be used solely for academic purposes and kept strictly confidential.

The questionnaire consisted of eight different sections in order to measure the various dimensions of the antecedents and consequences of relationship quality.

The operational definitions of the constructs used in the final version of the questionnaire are presented in Appendix F.

Sampling Procedure

Population and the Sampling Method

The dimensions of the population for this study may be specified as follows:

Element: Customers using all types of financial services.

Unit: Customers of a medium-sized bank in Turkey using all types of financial services such as insurance, portfolio management, credit cards, funds etc. The participants were pre-screened to ensure the usage of financial services for at least one year (both for the respondents through branches and Internet).

Extent: The geographical extent of the study is taken to be Istanbul.

Time: The time period for the research was seven months from January 2005 to August 2005 (through branches and over the Internet).

As of the end of 2004, there were 18 privately-owned banks in Turkey (Please refer to Appendix I for the macro indicators of the Turkish banking system as of the end of 2004). Among privately owned banks there were large-scale commercial banks (i.e. Akbank, İş Bankası), which had nation-wide networks of branches and provided all kinds of banking services, and there were small and medium-sized commercial banks with activities more concentrated in main populated cities and engaging more in various specialized banking services. Table 3.37 presents a comparison of the macro statistics of the bank through which the surveys were collected (Finansbank) with the statistics of other small and medium-sized banks in Turkey as of the end of 2004 (Banks Association of Turkey, 2005).

Table 3.37. Comparison of Finansbank with the Other Small and Medium-sized Banks

Indicators As of the End of 2004	Finansbank	Privately Owned Small and Medium-Sized Banks' Averages ^a
Number of branches	169	150
Number of employees	5,046	3,382
Total assets (YTL Thousand)	7,647,339	7,031,001
Shareholders' equity (YTL Thousand)	940,314	959,597

a: Akbank and İş Bankası are considered to be large-scale commercial banks and hence were excluded from the statistics. The banks included are Alternatifbank, Anadolu Bank, Denizbank, Dışbank, Garanti Bankası, Koçbank, MNG Bank, Oyakbank, Şekerbank, Tekfenbank, Tekstilbank, Türkiye Ekonomi Bankası, Turkish Bank, Yapı ve Kredi Bankası.

The figures presented in Table 3.37 reveal that the bank through which the surveys were collected had indicators similar to the sector averages and may be considered to be capable of representing the small and medium-sized banks in Turkey.

For the determination of the branches through which the questionnaires were to be collected, a specific study was carried out with the bank authorities. The bank specialists categorized the branches of the bank in Istanbul according to the customer potential they serve. There were four main categories:

1. Huge potential (Category 1),
2. Big potential (Category 2),
3. Normal potential (Category 3) and
4. Limited potential (Category 4).

A total of nine branches have been selected being three from Category 1, three from Category 2, two from Category 3 and one from Category 4 after the discussion with the retail banking group specialists of the bank.

For the determination of the number of surveys to be distributed to each of the branches, first a representative sample of the transactions performed through the branches of the bank was selected. The selected transactions were:

1. Open Account,
2. Money Depositing and
3. Money Withdrawal.

Later, the number of these transactions performed through each of the selected branches in the last one year time period was obtained and the estimated total number of 500 surveys was distributed to the branches according to the number of transactions. Thus, the sampling procedure is stratified where strata is defined by the number of transactions. The table below presents a summary of these discussions:

Table 3.38. Number of Surveys Distributed to Branches

Branch Name	Category of the Branch	Total Number of Transactions	Percentage of Transactions (%)	Number of Surveys to be Collected	Rounded Number of Surveys to be Collected
Mecidiyeköy	2	132,970	15.60	78	80
Gayrettepe Şube	1	125,450	14.72	74	75
Karaköy	3	70,505	8.27	41	45
Şaşkınbakkal	1	78,531	9.21	46	50
Bostancı	2	96,696	11.34	57	60
Fatih	2	93,874	11.01	55	55
Bakırköy Çarşı	1	134,161	15.74	79	80
Rami	4	69,313	8.13	41	45
Acarkent	3	50,838	5.96	30	30
Total		852,338	100.00	500	520

The branch authorities were told to use the following pre-screening checking before choosing the respondents:

- The respondent should be an individual customer; corporate customers are beyond the scope of this research,
- The respondent should be using the financial services for at least one year,
- The respondent should be a customer of the branch for at least one month.

The branch managers were told to choose every second customer satisfying the pre-screening checks described above. Additionally, they were told to make a check of the questionnaires submitted by the respondents to determine missing data and ask the customer to complete the missing data when required.

For the Internet questionnaire, a web page was designed and published on the Internet by the author (please refer to Appendix J for the details of the questionnaire on the Internet) to present the survey and collect the responses of individuals. Strict controls were applied to prevent missing and invalid data in the design of this questionnaire. As the start-up, a convenience sample of people was selected and the web page address was sent to those individuals with an electronic mail explaining the basic aim and scope of the research. Each person receiving the electronic mail was told to feel free to send the web address of the questionnaire to people who have been using financial services for at least one year. Thereby, a snowball effect was created, increasing the number of respondents.

Sample Size

The population variance for this study is unknown since no prior research results could be used. However, it can be estimated according to the following formula:

$$\text{Estimated Variance} = \text{Range}/6 \quad (\text{Equation 3-1})$$

Since the dependent variables (Relationship Quality and Relationship Marketing Effectiveness) will be an interval variable on a four-point scale, estimated variance will be 0.67. The target confidence and precision level will be 95% and ± 0.075 , respectively. Hence, the sample size may be calculated using the following formula (Churchill and Iacobucci, 2005):

$$\text{Sample Size} = (z^2 \div H^2) \sigma^2 \quad (\text{Equation 3-2})$$

In Equation 3.2, H denotes the half-precision level, σ denotes the estimated variance and z denotes the corresponding value for 95% confidence interval (1.96 for 95% confidence). By substituting the appropriate values into the Equation 3.2, the sample size is found to be 307.

Table 3.39. Number of Questionnaires Collected

	Branches	Internet	Overall
Total Number of Questionnaires Collected	395	119	514
Invalid Questionnaires	39	29	68
Total Number of Valid Questionnaires	356	90	446
Percentage of Valid Questionnaires (%)	90.13	75.63	86.77
Percentage in All Valid Questionnaires (%)	79.82	20.18	100

In total, the researcher collected 395 questionnaires from the branches and 119 questionnaires from the Internet. Thirty-nine of the questionnaires from the branches and 29 questionnaires from the Internet were eliminated because of invalid data; therefore the number of valid questionnaires was 356 for the branches and 90 for the Internet with a total of 446 questionnaires which met minimum sample size requirements.

Data Analysis

The data were analyzed using SPSS 13.0 for Windows, SAS 9.0 for Windows and AMOS 6.0 statistical packages. The multivariate data analysis technique, structural equation modeling, was used as it provides an obvious method for dealing with multiple relationships simultaneously while providing statistical efficiency and it has an ability to assess the relationships comprehensively and provides a transition from exploratory to confirmatory analysis (Hair et al., 1998). Structural equation modeling also was proven to be superior when one of the dependent variables becomes an independent variable in subsequent relationships, which was exactly the case for the “relationship quality” construct in the theoretical model proposed in this study.

The analyses performed were as follows:

- The testing of the assumptions of multivariate analysis was conducted.
- The reliabilities of the scales used in the research were tested through the use of Cronbach’s Alpha.

- The distribution and the means of the dependent and independent variables were determined using frequency analysis.

Furthermore, structural equation modeling was used to analyze the predictive and exploratory capability of the theoretical model proposed in the research.

Please see Appendix K for the coding format used in the data analysis.

Testing the Assumptions of Multivariate Analysis

This section of the study includes an investigation and discussion regarding the basic assumptions of multivariate analysis (i.e. normality, homoscedasticity and linearity). The discussion is of vital importance since the violation of the assumptions may have a severe effect on the potential distortions and biases because of the complex nature of the relationships in the theoretical model proposed.

Normality

The testing of normality is discussed to be of more importance in the literature when dealing with smaller samples. For larger samples, confidence intervals and hypotheses testing are expected to produce good approximations even if the residuals are not normally distributed (Barratt, 2001; Allison, 1999). Multivariate normality dealing with the shape of the data distribution is satisfied when each variable under consideration is distributed normally with respect to each other variable. On the other

hand, structural equation modeling applications specifically assume that the dependent and mediating variables possess a continuous distribution with normally distributed residuals. However, most of the scales used in the research are of the Likert type, which has been the subject of many of debates in the literature about the applicability of that type of data in multivariate analysis and structural equation modeling (Joreskog, 2002; Kim, 1975; Research Consulting Group at University of Texas; 2001). However, some authors argue that (Research Consulting Group at University of Texas; 2001) although the item data in a Likert-scale are not continuously distributed, the underlying distribution is continuous and hence can be used in structural equation modeling as well as in any type of multivariate analysis.

Following a visual analysis of normality with normal probability plots, the modified Kolmogorov-Smirnov and Shapiro-Wilk test was conducted for the assessment of normality for the variables of the research (excluding the dichotomous and multi-chotomous scales as they are considered to be non-metric variables). Table 3.40 presents the findings of the Kolmogorov-Smirnov and Shapiro-Wilks tests as well as skewness and kurtosis values.

Table 3.40. Distributional Characteristics and Testing for Normality

Variable	Shape Descriptors ^a				Test of Normality			
	Skewness		Kurtosis		Kolmogoro v-Smirnov (Lilliefors Sig. Correction)		Shapiro- Wilk	
	Stat.	z value	Stat.	z value	Stat.	Sig.	Stat.	Sig.
Expertise	-1.19	-10.30	0.25	1.06	0.36	0.00	0.71	0.00
Ethics	-1.08	-9.38	-0.04	-0.17	0.36	0.00	0.72	0.00
Customer Orientation	-1.26	-10.87	0.43	1.88	0.38	0.00	0.70	0.00
Selling Orientation	-1.10	-9.52	0.00	0.02	0.35	0.00	0.73	0.00
Information Exchange	-1.24	-10.76	0.30	1.31	0.38	0.00	0.69	0.00
Commitment	-1.20	-10.34	0.35	1.52	0.34	0.00	0.73	0.00
Conflict Handling	-1.29	-11.16	0.45	1.95	0.38	0.00	0.68	0.00
Interaction Intensity	-1.21	-10.43	0.31	1.36	0.37	0.00	0.71	0.00
Agent-Provide Info about Financial Sit.	-1.23	-10.68	0.33	1.43	0.37	0.00	0.70	0.00
Agent-Provide Info about Job	-1.07	-9.23	-0.05	-0.20	0.34	0.00	0.74	0.00
Customer- Provide Info about Financial Sit.	-1.15	-9.91	0.15	0.63	0.35	0.00	0.72	0.00
Customer- Provide Info about Job	-1.14	-9.90	0.09	0.41	0.35	0.00	0.72	0.00
Cooperative Intentions	-1.30	-11.22	0.60	2.60	0.38	0.00	0.69	0.00
Relationship Proneness	-0.99	-8.60	-0.28	-1.23	0.33	0.00	0.75	0.00
Interest in Financial Services	-1.31	-11.37	0.26	1.13	0.39	0.00	0.66	0.00
Vitality of Financial Services	-1.15	-9.96	-0.20	-0.87	0.37	0.00	0.69	0.00
Commitment	-1.10	-9.51	0.04	0.18	0.34	0.00	0.74	0.00
Frequency of the Relationship	-1.27	-10.95	0.92	4.00	0.25	0.00	0.78	0.00

Relationship Longevity	-0.19	-1.67	-1.21	-5.26	0.17	0.00	0.88	0.00
Tangibles	-1.32	-11.38	0.63	2.73	0.38	0.00	0.69	0.00
Reliability	-1.36	-11.74	0.77	3.32	0.38	0.00	0.69	0.00
Responsiveness	-1.28	-11.08	0.54	2.32	0.36	0.00	0.70	0.00
Reassurance	-1.29	-11.15	0.51	2.21	0.37	0.00	0.70	0.00
Empathy	-1.24	-10.73	0.30	1.30	0.37	0.00	0.70	0.00
Trust in Firm's Credibility	-1.41	-12.16	0.88	3.80	0.38	0.00	0.68	0.00
Trust in Firm's Benevolence	-1.38	-11.92	0.62	2.70	0.38	0.00	0.67	0.00
Trust in Salesperson's Credibility	-1.67	-14.47	1.91	8.26	0.40	0.00	0.64	0.00
Trust in Salesperson's Benevolence	-1.23	-10.64	0.26	1.11	0.37	0.00	0.70	0.00
Satisfaction with the Personnel	-1.41	-12.17	0.89	3.87	0.39	0.00	0.67	0.00
Satisfaction with the Core Service	-1.52	-13.11	1.21	5.25	0.39	0.00	0.66	0.00
Satisfaction with the Organization	-1.41	-12.20	0.94	4.06	0.38	0.00	0.68	0.00
Relationship Enhancement	-1.30	-11.27	0.42	1.82	0.39	0.00	0.68	0.00
Relationship Continuity	-1.42	-12.30	0.84	3.66	0.39	0.00	0.67	0.00
Communication	-1.21	-10.51	0.06	0.25	0.38	0.00	0.68	0.00
Differentiation	-1.46	-12.65	1.03	4.49	0.40	0.00	0.66	0.00
Personalization	-1.05	-9.11	-0.33	-1.43	0.35	0.00	0.72	0.00
Rewarding	-1.30	-11.22	0.37	1.62	0.39	0.00	0.67	0.00
Income	-0.65	-5.65	-0.29	-1.27	0.24	0.00	0.87	0.00

a: The z values are derived by dividing the statistics for skewness and kurtosis by the corresponding standard errors.

As shown in Table 3.40, all of the metric variables of the study have negative skewness statistics, meaning that they possess a left-leaning distribution. On the other hand, most of the metric variables of the study have positive kurtosis values showing too few cases in the tail of the distribution.

Although all of the skewness and kurtosis statistics are within +2 and -2 range, the modified Kolmogorov-Smirnov and Shapiro-Wilk test show that the

assumption of normality is not met for any variable. To eliminate the problem of normality violation inverse, square root and logarithmic (base-10) transformations were performed on the variables. Tables 3.41, 3.42 and 3.43 provide a summary of the results of these transformations, respectively.

Table 3.41. Normality Tests after Inverse Transformation

Variable	Test of Normality (After Inverse Transformation)			
	Kolmogorov-Smirnov (Lilliefors Significance Correction)		Shapiro-Wilk	
	Statistic	Sig.	Statistic	Sig.
Expertise	0.34	0.00	0.55	0.00
Ethics	0.31	0.00	0.57	0.00
Customer Orientation	0.33	0.00	0.53	0.00
Selling Orientation	0.33	0.00	0.56	0.00
Information Exchange	0.33	0.00	0.54	0.00
Commitment	0.35	0.00	0.54	0.00
Conflict Handling	0.33	0.00	0.53	0.00
Interaction Intensity	0.33	0.00	0.54	0.00
Agent-Provide Info about Financial Sit.	0.34	0.00	0.54	0.00
Agent-Provide Info about Job	0.34	0.00	0.57	0.00
Customer-Provide Info about Financial Sit.	0.34	0.00	0.56	0.00
Customer-Provide Info about Job	0.34	0.00	0.56	0.00
Cooperative Intentions	0.33	0.00	0.53	0.00
Relationship Proneness	0.34	0.00	0.59	0.00
Interest in Financial Services	0.33	0.00	0.49	0.00
Vitality of Financial Services	0.32	0.00	0.52	0.00
Commitment	0.35	0.00	0.56	0.00
Frequency of the Relationship	0.36	0.00	0.50	0.00
Relationship Longevity	0.27	0.00	0.71	0.00
Tangibles	0.33	0.00	0.52	0.00
Reliability	0.34	0.00	0.52	0.00
Responsiveness	0.35	0.00	0.53	0.00
Reassurance	0.34	0.00	0.53	0.00
Empathy	0.34	0.00	0.54	0.00
Trust in Firm's Credibility	0.35	0.00	0.51	0.00
Trust in Firm's Benevolence	0.36	0.00	0.52	0.00
Trust in Salesperson's Credibility	0.36	0.00	0.46	0.00

Trust in Salesperson's Benevolence	0.35	0.00	0.55	0.00
Satisfaction with the Personnel	0.33	0.00	0.51	0.00
Satisfaction with the Core Service	0.35	0.00	0.49	0.00
Satisfaction with the Organization	0.35	0.00	0.51	0.00
Relationship Enhancement	0.33	0.00	0.53	0.00
Relationship Continuity	0.35	0.00	0.51	0.00
Communication	0.35	0.00	0.55	0.00
Differentiation	0.34	0.00	0.50	0.00
Personalization	0.35	0.00	0.58	0.00
Rewarding	0.34	0.00	0.53	0.00
Income	0.31	0.00	0.60	0.00

a: Tests z values are derived by dividing the statistics for skewness and kurtosis by the corresponding standard errors.

Table 3.42. Normality Tests after Square Root Transformation

Variable	Test of Normality (After Square-Root Transformation)			
	Kolmogorov-Smirnov (Lilliefors Significance Correction)		Shapiro-Wilk	
	Statistic	Sig.	Statistic	Sig.
Expertise	0.35	0.00	0.69	0.00
Ethics	0.35	0.00	0.71	0.00
Customer Orientation	0.37	0.00	0.68	0.00
Selling Orientation	0.34	0.00	0.71	0.00
Information Exchange	0.37	0.00	0.68	0.00
Commitment	0.33	0.00	0.70	0.00
Conflict Handling	0.37	0.00	0.67	0.00
Interaction Intensity	0.36	0.00	0.69	0.00
Agent-Provide Info about Financial Sit.	0.36	0.00	0.68	0.00
Agent-Provide Info about Job	0.32	0.00	0.72	0.00
Customer-Provide Info about Financial Sit.	0.34	0.00	0.70	0.00
Customer-Provide Info about Job	0.34	0.00	0.70	0.00
Cooperative Intentions	0.37	0.00	0.68	0.00
Relationship Proneness	0.32	0.00	0.73	0.00
Interest in Financial Services	0.38	0.00	0.65	0.00
Vitality of Financial Services	0.36	0.00	0.67	0.00
Commitment	0.32	0.00	0.72	0.00
Frequency of the Relationship	0.28	0.00	0.73	0.00
Relationship Longevity	0.18	0.00	0.88	0.00
Tangibles	0.37	0.00	0.67	0.00
Reliability	0.37	0.00	0.67	0.00
Responsiveness	0.35	0.00	0.68	0.00
Reassurance	0.36	0.00	0.68	0.00
Empathy	0.36	0.00	0.68	0.00
Trust in Firm's Credibility	0.37	0.00	0.66	0.00
Trust in Firm's Benevolence	0.37	0.00	0.65	0.00
Trust in Salesperson's Credibility	0.39	0.00	0.61	0.00

Trust in Salesperson's Benevolence	0.36	0.00	0.68	0.00
Satisfaction with the Personnel	0.38	0.00	0.65	0.00
Satisfaction with the Core Service	0.38	0.00	0.63	0.00
Satisfaction with the Organization	0.37	0.00	0.66	0.00
Relationship Enhancement	0.38	0.00	0.66	0.00
Relationship Continuity	0.38	0.00	0.65	0.00
Communication	0.37	0.00	0.67	0.00
Differentiation	0.39	0.00	0.64	0.00
Personalization	0.34	0.00	0.70	0.00
Rewarding	0.38	0.00	0.66	0.00
Income	0.26	0.00	0.85	0.00

Table 3.43. Normality Tests after Logarithmic Transformation

Variable	Test of Normality (After Logarithm Base-10 Transformation)			
	Kolmogorov-Smirnov (Lilliefors Significance Correction)		Shapiro-Wilk	
	Statistic	Sig.	Statistic	Sig.
Expertise	0.33	0.00	0.66	0.00
Ethics	0.34	0.00	0.67	0.00
Customer Orientation	0.35	0.00	0.64	0.00
Selling Orientation	0.32	0.00	0.67	0.00
Information Exchange	0.36	0.00	0.64	0.00
Commitment	0.31	0.00	0.66	0.00
Conflict Handling	0.36	0.00	0.63	0.00
Interaction Intensity	0.34	0.00	0.65	0.00
Agent-Provide Info about Financial Sit.	0.34	0.00	0.65	0.00
Agent-Provide Info about Job	0.31	0.00	0.68	0.00
Customer-Provide Info about Financial Sit.	0.32	0.00	0.67	0.00
Customer-Provide Info about Job	0.32	0.00	0.66	0.00
Cooperative Intentions	0.35	0.00	0.64	0.00
Relationship Proneness	0.30	0.00	0.69	0.00
Interest in Financial Services	0.37	0.00	0.61	0.00
Vitality of Financial Services	0.35	0.00	0.64	0.00
Commitment	0.31	0.00	0.67	0.00
Frequency of the Relationship	0.31	0.00	0.66	0.00
Relationship Longevity	0.19	0.00	0.85	0.00
Tangibles	0.35	0.00	0.63	0.00
Reliability	0.35	0.00	0.63	0.00
Responsiveness	0.33	0.00	0.64	0.00
Reassurance	0.35	0.00	0.64	0.00
Empathy	0.35	0.00	0.64	0.00
Trust in Firm's Credibility	0.35	0.00	0.61	0.00
Trust in Firm's Benevolence	0.35	0.00	0.61	0.00
Trust in Salesperson's Credibility	0.37	0.00	0.57	0.00

Trust in Salesperson's Benevolence	0.34	0.00	0.64	0.00
Satisfaction with the Personnel	0.37	0.00	0.61	0.00
Satisfaction with the Core Service	0.37	0.00	0.59	0.00
Satisfaction with the Organization	0.35	0.00	0.62	0.00
Relationship Enhancement	0.37	0.00	0.63	0.00
Relationship Continuity	0.36	0.00	0.61	0.00
Communication	0.36	0.00	0.63	0.00
Differentiation	0.38	0.00	0.60	0.00
Personalization	0.32	0.00	0.66	0.00
Rewarding	0.37	0.00	0.63	0.00
Income	0.27	0.00	0.79	0.00

As shown in Tables 3.41, 3.42 and 3.43 the transformations performed did not generate an improvement on the normality of the variables used in the research. Therefore it was decided to use the original variables rather than the transformed variables in the analysis.

In addition to the univariate normality tests detailed above, the examination of multivariate normality was conducted using SAS 9.0 statistical package. The three multivariate normality tests provided by SAS are the Mardia's skewness and kurtosis test (Mardia, 1980) and the Henze-Zirkler test (Henze and Zirkler, 1990). Mardia's tests are based on the extension of univariate skewness and kurtosis values for multivariate normal distribution and Henze-Zirkler test of multivariate normality is based on a non-negative function that measures the distance between the distribution function of the data and the multivariate normal distribution function. The null hypothesis for all of these tests is that the residuals are normally distributed. The results of the multivariate normality tests are presented in Table 3.44.

Table 3.44. Results of Multivariate Normality Tests

Equation System	Normality Test		Probability
	Test Statistic	Value	
	Mardia Skewness	21530	<.0001
	Mardia Kurtosis	46.25	<.0001
	Henze-Zirkler T	4536	<.0001

As shown in Table 3.44, the probability values indicate that the null hypothesis of multivariate normality should be rejected. As the dependent variables (Relationship Quality and Relationship Marketing Effectiveness) are interval variables on four-point scales, the required sample size was found to be 307 with 95% confidence and ± 0.075 precision levels (please see “Sample Size” section for a detailed discussion). Since the sample size used in the research is sufficiently large, the violation of the normality assumption is expected to have little impact with larger sizes (Hair et al., 1998, pp. 349) and confidence intervals and hypotheses testing still are expected to produce good approximations although the residuals are not normally distributed (Barratt, 2001; Allison, 1999).

Homoscedasticity

Homoscedasticity is an important assumption of multivariate analysis dealing with the dependence relationships between variables. The purpose of establishing homoscedasticity is to ensure that the variances of the dependent variables are distributed across the range of values of the independent variables which indicates that the test of the relationships between dependent and independent variables may

be attributed to the all ranges of dependent and independent variables not to a few groups or ranges. Since more than one variable is to be assessed with regards to homoscedasticity, the testing should involve the equality of variance matrices, and hence the Levene test was used for statistical investigation (Hair et al., 1998). The variable *gender* was used as the grouping factor, since it leads to two groups which are similar in sizes (Males 55.61% of the respondents, females 44.39% of the respondents). Table 3.45 presents the results of the Levene test conducted.

Table 3.45. Results of Homoscedasticity Tests

	Dependent Variables: Dimensions of Relationship Quality			
Dependent Variables	Levene Statistics	df1	df2	Sig.
Trust in firm's credibility	0.543	1	444	0.462
Trust in firm's benevolence	2.498	1	444	0.115
Trust in salesperson's credibility	2.742	1	444	0.098
Trust in salesperson's benevolence	3.332	1	444	0.069
Satisfaction with personnel	2.595	1	444	0.108
Satisfaction with the core service	0.428	1	444	0.513
Satisfaction with the organization	0.649	1	444	0.421
Relationship Enhancement	2.323	1	444	0.128
Relationship Continuity	3.013	1	444	0.083
Communication	0.123	1	444	0.726
Differentiation	1.060	1	444	0.304
Personalization	1.278	1	444	0.259
Rewarding	1.917	1	444	0.167

As shown in Table 3.45, none of the values of Levene statistics is significant at the 0.05 level. Therefore, the null hypothesis claiming the equal population variance matrices is accepted and it may be concluded that variances and covariances possess multivariate homogeneity and homoscedasticity.

Linearity

As structural equation modeling and many other multivariate techniques such as logistic regression, factor analysis and other members of general linear hypotheses model are based on correlational measures of association, testing for linearity is an essential assumption to be tested.

Linearity has been assessed through the analysis of residuals and partial regression plots. As there are 33 independent and seven dependent variables in the first part of the model investigating the antecedents of relationship quality and relationship quality, 231 (33×7) partial regression plots were generated for the first part of the model. For the second part of the model, since there are seven independent and six dependent variables, 42 (7×6) standardized partial regression plots were constructed for the assessment of linearity assumption. Additionally, the correlation ratio, eta, was analyzed as it is widely used as a coefficient of nonlinear association. For linear relationships, eta is supposed to be equal to the Pearson's correlation coefficient (Pearson's r) and the difference between eta and Pearson's r is used to be a measure of the extent of the nonlinearity of the relationship (Hutcheson and Sofroniou, 1999). The visual inspection of the regression plots and eta coefficient showed that none of the relationships between the dependent and the independent variables possess a significant nonlinearity. Furthermore, the percentage of the differences between the eta coefficient and Pearson's R for all dependent and independent variables changed between 0.1% and 9.2%, indicating an acceptable level of nonlinearity between the dependent and independent variables. As an example of the analysis conducted, Table 3.46 and Figure 3.2 provide the details of the assessment of linearity between V2 (Ethics of the Salesperson) and V28 (Trust in Salesperson's Credibility).

Table 3.46. Measures of Association between V28 and V2

Measures of Association between Trust in Salesperson's Credibility and Ethics of the Salesperson						
	R	R Squared	Eta	Eta Squared	Difference between Eta and R	% Difference between Eta and R
Trust in Salesperson's Credibility * Ethics	0.201	0.041	0.219	0.048	0.018	8.955

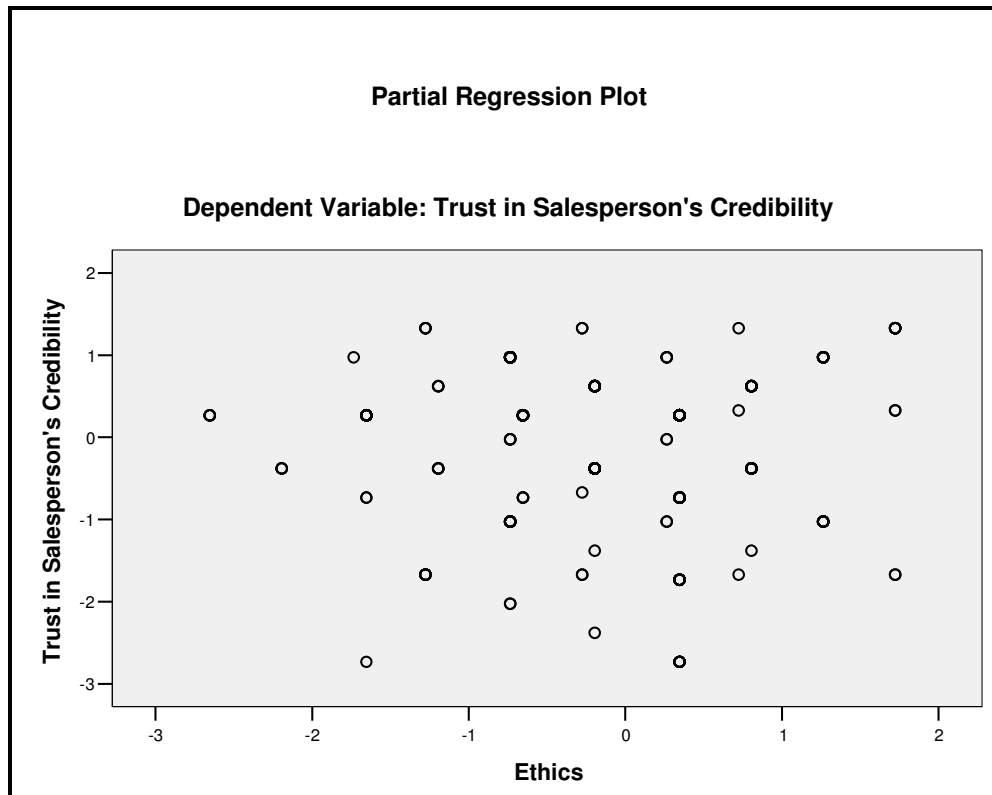


Figure 3.2. Standardized regression plot for v28 and v2

In this chapter, the details regarding the research design and the methodology have been discussed. The next chapter will present the findings obtained from the research based on the methodology provided in this chapter.

CHAPTER IV

FINDINGS OF THE SURVEY

In this chapter, the findings of the survey are presented. The organization of the chapter is as follows: First, the findings related to the reliabilities of the scales are presented, and then the profile of the respondents of the survey will be discussed. In the third section general findings resulting from the research will be examined. The discussion related with the qualitative analysis of the open-ended questions of the survey will be presented in the fifth section. The chapter will be concluded with the discussion of the structural equation modeling analysis.

Reliabilities of the Scales

In this part of the study the reliabilities of the scales used in the research are presented. As explained in Chapter Three, in order to increase the applicability and the usability of the survey, some of the items for the scales of some of the constructs have been revised following the findings of the qualitative study. Thus, in the finalized questionnaire some constructs (please refer to Appendix E and Appendix F for a comparison of the items in the scales prior to the modification and after the modification) were represented by one-item scales and the reliabilities of those could not be examined.

The table below shows the reliabilities of the scales, significance of the scales and the items that may be deleted to improve reliability statistics.

Table 4.1. Findings Regarding the Scales Used in the Research

<i>Index</i>	<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>Hotelling's T-Squared Sig.</i>	<i>ANOVA F Sig.</i>	<i>Item that may be deleted to improve Alpha</i>	<i>Improved Cronbach's Alpha</i>	<i># of Items</i>
Relationship Quality	0.8773	0.8788	0.016 *	0.003 **	-	-	7
-Trust	0.8100	0.8130	0.002 **	0.001 **	-	-	4
-Satisfaction	0.7560	0.7570	0.005 **	0.002 **	-	-	3
Relationship Marketing Effectiveness	0.8680	0.8720	0.000 **	0.000 **	-	-	6
Service Quality	0.8810	0.8882	0.019 *	0.006 **	-	-	5
Relational Selling Behaviour	0.7590	0.7530	0.014 *	0.008 **	Cooperative Intentions (V13)	0.7915	6
-Agent Disclosure	0.7160	0.7180	0.018 *	0.016 *	-	-	2
-Customer Disclosure	0.7080	0.7090	0.019 *	0.017 *	-	-	2
Involvement (Customer)	0.8090	0.8100	0.018 *	0.018 *	-	-	2
Expertise ^a	-	-	-		-	-	1
Ethics ^a	-	-	-		-	-	1
Customer Orientation ^a	-	-	-		-	-	1
Selling Orientation ^a	-	-	-		-	-	1
Information Exchange ^a	-	-	-		-	-	1
Commitment (Salesperson) ^a	-	-	-		-	-	1
Conflict Handling ^a	-	-	-		-	-	1
Relationship Proneness ^a	-	-	-		-	-	1
Commitment (Customer) ^a	-	-	-		-	-	1
Frequency of the Relationship ^a	-	-	-		-	-	1
Relationship Longevity ^a	-	-	-		-	-	1
Medium of Interaction ^a	-	-	-		-	-	1

Scales for customer demographics are not included in the table.

a: The constructs include one item; therefore the reliabilities were not examined.

** : Significant at the 0.01 level.

* : Significant at the 0.05 level.

Cronbach's alpha is a measure of inter-correlation of items and is used to analyze the degree of consistency between multiple measurements of the variables used in the scales, namely the reliabilities of the scales. The generally accepted lower limit for Cronbach's alpha is 0.70 (Robinson et al., 1991). The value of Cronbach's alpha for all multi-item scales used in the research is greater than 0.70, indicating significant consistency between the multiple measurements of the variables used in the scales and hence it can be concluded that the items of all the scales are unidimensional.

Although one-item scales are not preferred in multivariate research, to increase the applicability and usability of the survey, some of the multi-item scales were reduced to include one item following the qualitative study.

The only item that may be deleted to increase Cronbach's alpha is the "Cooperative Intentions (V13)" belonging to the "Relational Selling Behavior" construct. However, the "Cooperative Intentions" of the salesperson was one of the most commonly raised issues throughout the qualitative studies. Furthermore, since the deletion of this item will make a minor difference in the existing Cronbach's alpha and Cronbach's alpha including this item is still in the favorable range, the item is not deleted.

The covariance matrix is used in Hotelling's T-squared test. This test aims to assess the significance of the scales by the examination of the difference between the means of the items in the scale (Hair et al., 1998) and was found to be significant at the 0.01 level for some of the scales and at the 0.05 level for the other scales, as indicated in Table 4.1.

Additionally, ANOVA test was conducted to assess whether the items in the scales come from populations with equal means. The results demonstrate that the F

value obtained from this test is significant at the 0.05 level for “Involvement” and significant at the 0.01 level for all the other scales.

Profile of the Sample

In this section, the demographic characteristics of the respondents are presented. The age group, number of banks from which the respondents gets service, gender, education group, income group, sector worked in, profession, marital status of the respondents are presented.

Age Group

Table 4.2 presents the age distribution of the respondents according to the data collection channel.

Table 4.2. Age Groups of the Respondents

			Survey Channel		Total
			Internet	Branches	
Age	Less Than 25	Count	14.00	40.00	54.00
		% within Age	25.93	74.07	100.00
		% within Survey Channel	15.56	11.24	12.11
		% of Total	3.14	8.97	12.11
	Between 26 and 35	Count	25.00	83.00	108.00
		% within Age	23.15	76.85	100.00
		% within Survey Channel	27.78	23.31	24.22
		% of Total	5.61	18.61	24.22
	Between 36 and 45	Count	25.00	96.00	121.00
		% within Age	20.66	79.34	100.00
		% within Survey Channel	27.78	26.97	27.13
		% of Total	5.61	21.52	27.13
	Between 46 and 55	Count	14.00	88.00	102.00
		% within Age	13.73	86.27	100.00
		% within Survey Channel	15.56	24.72	22.87
		% of Total	3.14	19.73	22.87
	More Than 56	Count	12.00	49.00	61.00
		% within Age	19.67	80.33	100.00
		% within Survey Channel	13.33	13.76	13.68
		% of Total	2.69	10.99	13.68
Total		Count	90.00	356.00	446.00
		% within Age	20.18	79.82	100.00
		% within Survey Channel	100.00	100.00	100.00
		% of Total	20.18	79.82	100.00
Likelihood Chi-Square (x ²) = 3.031					
Degrees of Freedom (d. f.) = 4					
Asymptotic Significance (2-sided)=.553					

The age distribution of the respondents shows that 50% of the respondents were between 36 and 55, whereas 25.79% of the respondents were either less than 25 or more than 56 years old. Additionally, it is observed that 71.12% of Internet respondents were younger than 46 and 65.45% of branch respondents were older than 36. The chi-square statistics provided in Table 4.2 indicate that the distribution

of the age group does not show a statistically significant difference according to the data collection channel.

Number of Banks

In this section the distribution of the number of banks from which the respondents get service is examined.

Table 4.3. Number of Banks from Which the Respondents Get Service

			Survey Channel		Total
			Internet	Branches	
Number of Banks from which the respondent gets service	One	Count	36.00	150.00	186.00
		% within Number of Banks	19.35	80.65	100.00
		% within Survey Channel	40.00	42.13	41.70
		% of Total	8.07	33.63	41.70
	Two or three	Count	38.00	158.00	196.00
		% within Number of Banks	19.39	80.61	100.00
		% within Survey Channel	42.22	44.38	43.95
		% of Total	8.52	35.43	43.95
	Four or more	Count	16.00	48.00	64.00
		% within Number of Banks	25.00	75.00	100.00
		% within Survey Channel	17.78	13.48	14.35
		% of Total	3.59	10.76	14.35
Total		Count	90.00	356.00	446.00
		% within Number of Banks	20.18	79.82	100.00
		% within Survey Channel	100.00	100.00	100.00
		% of Total	20.18	79.82	100.00
Likelihood Chi-Square (χ^2) = 2.342					
Degrees of Freedom (d. f.) = 2					
Asymptotic Significance (2-sided)=.310					

The distribution indicates that 41.70% of the respondents get service from only one bank and 85.65% of the respondents get service from three or fewer banks. 17.78% of the Internet respondents and 13.48% of branch respondents get service from four or more banks. Additionally, the results of the cross tabulation analysis reveal that the distribution of the number of banks from which the respondents get service is not affected by the data collection channel.

Gender

The distribution of the gender of the respondents is examined in this section.

Table 4.4. Gender of the Respondents

			Survey Channel		Total
			Internet	Branches	
Gender	Male	Count	43.00	205.00	248.00
		% within Gender	17.34	82.66	100.00
		% within Survey Channel	47.78	57.58	55.61
		% of Total	9.64	45.96	55.61
	Female	Count	47.00	151.00	198.00
		% within Gender	23.74	76.26	100.00
		% within Survey Channel	52.22	42.42	44.39
		% of Total	10.54	33.86	44.39
Total		Count	90.00	356.00	446.00
		% within Gender	20.18	79.82	100.00
		% within Survey Channel	100.00	100.00	100.00
		% of Total	20.18	79.82	100.00
Likelihood Chi-Square (χ^2) =.912					
Degrees of Freedom (d. f.) = 1					
Asymptotic Significance (2-sided)=.340					

It is observed that there is a higher percentage of males (55.61%) compared to females (44.39%) in the overall population. However, the majority (52.22%) of

Internet respondents were females whereas the percentage of females among the branch respondents was 42.42%. Moreover, the chi-square statistics provided in Table 4.4 show that the distribution of gender does not show a statistically significant difference according to the data collection channel.

Education Group

The distribution of education levels of the respondents is discussed in this section.

Table 4.5. Education Level Groups of the Respondents

			Survey Channel		Total
			Internet	Branches	
Education	High School Or Less	Count	27.00	83.00	110.00
		% within Education	24.55	75.45	100.00
		% within Survey Channel	30.00	23.31	24.66
		% of Total	6.05	18.61	24.66
	University	Count	52.00	227.00	279.00
		% within Education	18.64	81.36	100.00
		% within Survey Channel	57.78	63.76	62.56
		% of Total	11.66	50.90	62.56
	Postgraduate	Count	11.00	46.00	57.00
		% within Education	19.30	80.70	100.00
		% within Survey Channel	12.22	12.92	12.78
		% of Total	2.47	10.31	12.78
Total		Count	90.00	356.00	446.00
		% within Education	20.18	79.82	100.00
		% within Survey Channel	100.00	100.00	100.00
		% of Total	20.18	79.82	100.00
Likelihood Chi-Square (χ^2) = 2.067					
Degrees of Freedom (d. f.) = 2					
Asymptotic Significance (2-sided)=.356					

Table 4.5 reveals that the majority (62.56%) of the respondents held a university degree and 24.66% of the sample had a high school degree or less. The percentages of respondents holding a high school degree or less were 30.00% and 23.31% for the Internet and branch respondents, respectively. 75.34% of the respondents held university degrees or more, indicating a high educational level among the respondents. This fact is thought to be useful in understanding the perception of a more educated group regarding the aims of the research. On the other hand, the results of the cross tabulation analysis indicate that the distribution of the education level of the respondents is not statistically different according to the data collection channel.

Income Group

This section presents a discussion of the distribution of income levels of the respondents. Table 4.6 presents the distribution of the income group of the respondents.

Table 4.6. Monthly Income Group of the Respondents

			Survey Channel		Total
			Internet	Branches	
Income	Less Than 1,500 YTL	Count	5.00	16.00	21.00
		% within Income	23.81	76.19	100.00
		% within Survey Channel	5.56	4.49	4.71
		% of Total	1.12	3.59	4.71
	Between 1,500 and 3,000 YTL	Count	10.00	39.00	49.00
		% within Income	20.41	79.59	100.00
		% within Survey Channel	11.11	10.96	10.99
		% of Total	2.24	8.74	10.99
	Between 3,000 and 7,500 YTL	Count	17.00	79.00	96.00
		% within Income	17.71	82.29	100.00
		% within Survey Channel	18.89	22.19	21.52
		% of Total	3.81	17.71	21.52
	Between 7,500 and 15,000 YTL	Count	31.00	131.00	162.00
		% within Income	19.14	80.86	100.00
		% within Survey Channel	34.44	36.80	36.32
		% of Total	6.95	29.37	36.32
	More than 15,000 YTL	Count	27.00	91.00	118.00
		% within Income	22.88	77.12	100.00
		% within Survey Channel	30.00	25.56	26.46
		% of Total	6.05	20.40	26.46
Likelihood Chi-Square (χ^2) = 1.116					
Degrees of Freedom (d. f.) = 4					
Asymptotic Significance (2-sided)=.892					

It is observed that 36.32% of the respondents had monthly incomes between 7,500 and 15,000 YTL and 37.22% of the respondents had monthly incomes of less than 7,500 YTL. The percentage of people with monthly incomes of less than 3,000 YTL and more than 15,000 YTL was higher among Internet respondents than branch respondents. It may be concluded that the income levels of the respondents ($\text{mean}_{\text{income}}=4220 \text{ YTL/month}=33760\$/\text{year}$) was higher than the gross domestic

product per capita adjusted according to the purchasing power standards (6390\$/year) of the Turkish population (UN Human Development Index, 2004). Additionally, the chi-square statistics obtained in the cross tabulation analysis is not significant indicating that the income level of respondents is not statistically different for Internet and branch respondents.

Sector

In this section, the distribution of the sector in which the respondents are employed is examined. Table 4.7 shows the distribution of the employment sector of the respondents.

Table 4.7. Sector Distribution in which the Respondents Are Employed

			Survey Channel		Total
			Internet	Branches	
Occupation-Sector	Public Sector	Count	25.00	105.00	130.00
		% within Occupation-Sector	19.23	80.77	100.00
		% within Survey Channel	27.78	29.49	29.15
		% of Total	5.61	23.54	29.15
	Private Sector	Count	57.00	219.00	276.00
		% within Occupation-Sector	20.65	79.35	100.00
		% within Survey Channel	63.33	61.52	61.88
		% of Total	12.78	49.10	61.88
	Other	Count	8.00	32.00	40.00
		% within Occupation-Sector	20.00	80.00	100.00
		% within Survey Channel	8.89	8.99	8.97
		% of Total	1.79	7.17	8.97
Total		Count	90.00	356.00	446.00
		% within Occupation-Sector	20.18	79.82	100.00
		% within Survey Channel	100.00	100.00	100.00
		% of Total	20.18	79.82	100.00
Likelihood Chi-Square (χ^2) = .134					
Degrees of Freedom (d. f.) = 2					
Asymptotic Significance (2-sided) = .935					

Table 4.7 reveals that 61.88% of the respondents were employed in the private sector and 29.15% of the respondents were employed in the public sector. The maximum difference of percentages according to the data collection channel exists in the private sector and is equal to 1.81% (63.33% among Internet respondents and 61.52% among branch respondents). The chi-square statistics indicate that the distribution of the sectors in which the respondents are employed does not show a

statistical difference between Internet and branch respondents and hence it may be concluded that the data collection channel does not affect the sector distribution of the respondents.

Profession

In this section the distribution of the occupation of the sample is presented. Table 4.8 presents the distribution of the profession of the respondents.

Table 4.8. Professions of the Respondents

			Survey Channel		Total
			Internet	Branches	
Occupation-Profession	Academician	Count	2.00	14.00	16.00
		% within Occupation-Profession	12.50	87.50	100.00
		% within Survey Channel	2.22	3.93	3.59
		% of Total	0.45	3.14	3.59
	Lower/Middle Manager	Count	8.00	35.00	43.00
		% within Occupation-Profession	18.60	81.40	100.00
		% within Survey Channel	8.89	9.83	9.64
		% of Total	1.79	7.85	9.64
	Retired	Count	20.00	72.00	92.00
		% within Occupation-Profession	21.74	78.26	100.00
		% within Survey Channel	22.22	20.22	20.63
		% of Total	4.48	16.14	20.63
	Employee	Count	4.00	33.00	37.00
		% within Occupation-Profession	10.81	89.19	100.00
		% within Survey Channel	4.44	9.27	8.30
		% of Total	0.90	7.40	8.30
	Unemployed	Count	4.00	19.00	23.00
		% within Occupation-Profession	17.39	82.61	100.00
		% within Survey Channel	4.44	5.34	5.16
		% of Total	0.90	4.26	5.16
	Officer	Count	15.00	64.00	79.00
		% within Occupation-Profession	18.99	81.01	100.00
		% within Survey Channel	16.67	17.98	17.71
		% of Total	3.36	14.35	17.71
	Student	Count	6.00	20.00	26.00
		% within Occupation-Profession	23.08	76.92	100.00
		% within Survey Channel	6.67	5.62	5.83
		% of Total	1.35	4.48	5.83
	Self-Employed	Count	21.00	70.00	91.00
		% within Occupation-Profession	23.08	76.92	100.00
		% within Survey Channel	23.33	19.66	20.40

		% of Total	4.71	15.70	20.40
	Upper Manager	Count	3.00	16.00	19.00
		% within Occupation-Profession	15.79	84.21	100.00
		% within Survey Channel	3.33	4.49	4.26
		% of Total	0.67	3.59	4.26
	Other	Count	7.00	13.00	20.00
		% within Occupation-Profession	35.00	65.00	100.00
		% within Survey Channel	7.78	3.65	4.48
		% of Total	1.57	2.91	4.48
Total		Count	90.00	356.00	446.00
		% within Occupation-Profession	20.18	79.82	100.00
		% within Survey Channel	100.00	100.00	100.00
		% of Total	20.18	79.82	100.00
Likelihood Chi-Square (χ^2) = 16.469					
Degrees of Freedom (d. f.) = 10					
Asymptotic Significance (2-sided)=.087					

It is observed that 20.63% of the respondents were retired and 20.40% of the respondents were self-employed. The percentage of Internet respondents (7.78%) who chose “Other” as the occupation was more than two times of the percentage among branch respondents (3.65%) who made the same choice. Additionally, as the chi-square statistics indicate, the distribution of the professions of the respondents does not show a statistically significant difference according to the data collection channels.

Marital Status

The distribution of marital status of the sample is examined in this section.

Table 4.9. Marital Status of the Respondents

			Survey Channel		Total
			Internet	Branches	
Marital Status	Single	Count	43.00	169.00	212.00
		% within Marital Status	20.28	79.72	100.00
		% within Survey Channel	47.78	47.47	47.53
		% of Total	9.64	37.89	47.53
	Married	Count	36.00	146.00	182.00
		% within Marital Status	19.78	80.22	100.00
		% within Survey Channel	40.00	41.01	40.81
		% of Total	8.07	32.74	40.81
	Other	Count	11.00	41.00	52.00
		% within Marital Status	21.15	78.85	100.00
		% within Survey Channel	12.22	11.52	11.66
		% of Total	2.47	9.19	11.66
Total		Count	90.00	356.00	446.00
		% within Marital Status	20.18	79.82	100.00
		% within Survey Channel	100.00	100.00	100.00
		% of Total	20.18	79.82	100.00
Likelihood Chi-Square (χ^2) = 4.088					
Degrees of Freedom (d. f.) = 2					
Asymptotic Significance (2-sided)=.130					

Table 4.9 shows that 47.53% of the respondents were single, whereas 40.81% of the respondents were married. The percentages of the marital statuses of the respondents do not show more than 1.01% difference among Internet and branch respondents. Accordingly, the chi-square statistics obtained in the cross tabulation analysis reveal that the distribution of the marital statuses of the respondents does not possess statistically significant difference in terms of Internet and branch respondents.

General Findings and Descriptions for All Variables

In this section, the general findings regarding the scales and the variables included in the research are discussed. Furthermore, this section includes an investigation to assess whether relationship quality construct is a distinct construct from service quality.

Antecedents of Relationship Quality

The descriptive statistics for the variables proposed to be the antecedents of relationship quality are provided in Table 4.10.

Table 4.10. Descriptive Statistics for the Antecedents of Relationship Quality

Descriptive Statistics	N	Min.	Max.	Mean	Std. Deviation	Variance
Expertise	446	1	4	3.63	0.68	0.46
Ethics	446	1	4	3.72	0.56	0.31
Customer Orientation	446	1	4	3.69	0.64	0.41
Selling Orientation	446	1	4	3.71	0.55	0.30
Information Exchange	446	1	4	3.74	0.56	0.31
Seller's Commitment	446	1	4	3.79	0.54	0.29
Conflict Handling	446	1	4	3.82	0.50	0.25
Relational Selling Behavior	446	1.33	4	3.80	0.25	0.06
Relationship Proneness	446	1	4	3.71	0.56	0.32
Customer's Commitment	446	1	4	3.43	0.84	0.71
Involvement	446	1	7	6.02	1.50	2.25
Frequency of the Relationship	446	1	5	4.01	1.13	1.29
Relationship Longevity	446	1	5	3.35	1.34	1.81
Medium of Interaction	446	1	5	4.06	1.25	1.57
Service Quality	446	1.4	4	3.39	0.52	0.28

Survey Channel vs. Antecedents of Relationship Quality

Following the analysis of the descriptive statistics for the variables, the antecedents of relationship quality were examined whether there was a difference among the respondents according to the data collection channel. Table 4.11 shows the results of Levene's statistics and t-test.

Table 4.11. Differences in the Antecedents of Relationship Quality by Survey Channel

		Levene's Test for Equality of Variances		t-test for Equality of Means (by Survey Channel)		
		F	Sig.	t	Degrees of freedom	Sig. (2-tailed)
Expertise	Equal variances assumed	1.74	0.19	0.47	444.00	0.64
	Equal variances not assumed			0.50	150.72	0.62
Ethics	Equal variances assumed	4.92	0.03	1.02	444.00	0.31
	Equal variances not assumed			1.16	163.54	0.25
Customer Orientation	Equal variances assumed	8.75	0.00	1.52	444.00	0.13
	Equal variances not assumed			1.72	165.79	0.09
Selling Orientation	Equal variances assumed	2.13	0.15	0.77	444.00	0.44
	Equal variances not assumed			0.82	150.99	0.41
Information Exchange	Equal variances assumed	0.51	0.47	-0.51	444.00	0.61
	Equal variances not assumed			-0.51	137.28	0.61
Seller's Commitment	Equal variances assumed	0.07	0.79	-0.22	444.00	0.83
	Equal variances not assumed			-0.24	161.22	0.81

Conflict Handling	Equal variances assumed	4.03	0.05	0.98	444.00	0.33
	Equal variances not assumed			1.14	171.48	0.25
Relational Selling Behavior	Equal variances assumed	5.71	0.02	-1.04	444.00	0.30
	Equal variances not assumed			-0.96	124.86	0.34
Relationship Proneness	Equal variances assumed	7.95	0.01	1.43	444.00	0.15
	Equal variances not assumed			1.59	159.69	0.11
Customer's Commitment	Equal variances assumed	1.10	0.29	0.93	444.00	0.35
	Equal variances not assumed			0.95	140.59	0.35
Involvement	Equal variances assumed	0.00	0.95	-0.03	444.00	0.97
	Equal variances not assumed			-0.03	139.44	0.97
Frequency of the Relationship	Equal variances assumed	0.60	0.44	0.70	444.00	0.48
	Equal variances not assumed			0.66	128.95	0.51
Relationship Longevity	Equal variances assumed	1.15	0.29	1.26	444.00	0.21
	Equal variances not assumed			1.22	133.07	0.22
Medium of Interaction	Equal variances assumed	3.47	0.06	-0.31	444.00	0.76
	Equal variances not assumed			-0.29	130.08	0.77
Service Quality	Equal variances assumed	0.99	0.32	-1.00	444.00	0.32
	Equal variances not assumed			-0.99	136.12	0.32

As shown in Table 4.11, for all the constructs proposed to be the antecedents of relationship quality, two tailed significance values are greater than 0.05 indicating that there are no significant differences among the responses of branch and Internet

respondents. On the other hand, for Ethics, Customer Orientation, Conflict Handling, Relational Selling Behavior and Relationship Proneness, the Levene's statistics are less than or equal to 0.05 indicating that the assumption of the equality of variance is not met. For these constructs, the t values obtained when "equal variances not assumed" are used during the t-test for equality of means. Hence it can be concluded that the Internet respondents and branch respondents did not show a statistically significant difference in their responses regarding the scales used as the antecedents of relationship quality.

Age vs. Antecedents of Relationship Quality

This section includes an examination of the differences regarding the responses of the respondents about the antecedents of relationship quality based on the respondents' ages. The cut-point used in classifying the respondents according to their ages is 36, which is the median value. Namely, the first group includes the respondents less than 36 years of age, whereas the second group includes the respondents aged more than 35. Table 4.12 presents the results of Levene's statistics and t-test.

Table 4.12. Differences in the Antecedents of Relationship Quality by Age

		Levene's Test for Equality of Variances		t-test for Equality of Means (by age)		
		F	Sig.	t	Degrees of Freedom	Sig. (2-tailed)
Expertise	Equal variances assumed	0.03	0.86	-0.10	444.00	0.92
	Equal variances not assumed			-0.11	292.70	0.92
Ethics	Equal variances assumed	0.98	0.32	-0.73	444.00	0.47
	Equal variances not assumed			-0.73	283.43	0.47
Customer Orientation	Equal variances assumed	1.96	0.16	-0.70	444.00	0.48
	Equal variances not assumed			-0.68	258.45	0.50
Selling Orientation	Equal variances assumed	24.13	0.00	-2.62	444.00	0.01
	Equal variances not assumed			-2.36	222.11	0.02
Information Exchange	Equal variances assumed	0.36	0.55	-0.22	444.00	0.83
	Equal variances not assumed			-0.21	266.57	0.83
Seller's Commitment	Equal variances assumed	6.61	0.01	-1.41	444.00	0.16
	Equal variances not assumed			-1.35	252.46	0.18
Conflict Handling	Equal variances assumed	7.54	0.01	1.43	444.00	0.15
	Equal variances not assumed			1.53	341.29	0.13
Relational Selling Behavior	Equal variances assumed	0.34	0.56	-0.48	444.00	0.63
	Equal variances not assumed			-0.46	256.84	0.65
Relationship Proneness	Equal variances assumed	5.14	0.02	1.19	444.00	0.24
	Equal variances not assumed			1.24	317.49	0.22
Customer's Commitment	Equal variances assumed	0.01	0.94	0.03	444.00	0.98

	Equal variances not assumed			0.03	290.76	0.98
Involvement	Equal variances assumed	9.43	0.00	-1.83	444.00	0.07
	Equal variances not assumed			-1.72	244.42	0.09
Frequency of the Relationship	Equal variances assumed	2.08	0.15	-2.10	444.00	0.04
	Equal variances not assumed			-2.01	254.05	0.05
Relationship Longevity	Equal variances assumed	1.18	0.28	-0.23	444.00	0.82
	Equal variances not assumed			-0.22	268.48	0.82
Medium of Interaction	Equal variances assumed	0.01	0.94	-1.49	444.00	0.14
	Equal variances not assumed			-1.49	282.34	0.14
Service Quality	Equal variances assumed	0.00	0.96	-2.46	444.00	0.01
	Equal variances not assumed			-2.42	274.11	0.02

As shown in Table 4.12, for Selling Orientation, Seller's Commitment, Conflict Handling, Relationship Proneness and Involvement, the assumptions of equality of variance are not met. On the other hand, for Selling Orientation ($\bar{x}_1=3.81$, $\bar{x}_2=3.66$), Frequency of the Relationship ($\bar{x}_1=4.14$, $\bar{x}_2=3.90$) and Service Quality ($\bar{x}_1=3.44$, $\bar{x}_2=3.30$) there exists a significant difference among the two groups of respondents formed according to their ages. So it may be concluded that the scores of customers regarding Selling Orientation , Service Quality and the Frequency of Relationship are higher in the first group of respondents (age<36) than the second group of respondents (age>=35).

Gender vs. Antecedents of Relationship Quality

In this section, the antecedents of relationship quality were assessed to determine whether there exists a difference in the responses of respondents according to their gender. Table 4.13 shows the results of the independent samples test.

Table 4.13. Differences in the Antecedents of Relationship Quality by Gender

		Levene's Test for Equality of Variances		t-test for Equality of Means (by Gender)		
		F	Sig.	t	Degrees of Freedom	Sig. (2-tailed)
Expertise	Equal variances assumed	10.06	0.00	1.54	444.00	0.13
	Equal variances not assumed			1.51	399.14	0.13
Ethics	Equal variances assumed	1.96	0.16	0.69	444.00	0.49
	Equal variances not assumed			0.68	414.52	0.50
Customer Orientation	Equal variances assumed	7.15	0.01	1.22	444.00	0.22
	Equal variances not assumed			1.21	397.97	0.23
Selling Orientation	Equal variances assumed	3.71	0.05	0.91	444.00	0.36
	Equal variances not assumed			0.90	400.90	0.37
Information Exchange	Equal variances assumed	0.64	0.43	0.39	444.00	0.69

	Equal variances not assumed			0.39	420.85	0.70
Seller's Commitment	Equal variances assumed	5.07	0.02	1.12	444.00	0.26
	Equal variances not assumed			1.11	402.24	0.27
Conflict Handling	Equal variances assumed	0.24	0.63	-0.27	444.00	0.79
	Equal variances not assumed			-0.27	432.41	0.79
Relational Selling Behavior	Equal variances assumed	1.37	0.24	-0.90	444.00	0.37
	Equal variances not assumed			-0.91	440.87	0.36
Relationship Proneness	Equal variances assumed	1.27	0.26	0.46	444.00	0.64
	Equal variances not assumed			0.46	413.73	0.65
Customer's Commitment	Equal variances assumed	9.63	0.00	1.98	444.00	0.05
	Equal variances not assumed			1.95	399.66	0.05
Involvement	Equal variances assumed	2.84	0.09	-1.50	444.00	0.13
	Equal variances not assumed			-1.51	437.33	0.13
Frequency of the Relationship	Equal variances assumed	0.66	0.42	-0.60	444.00	0.55
	Equal variances not assumed			-0.60	434.40	0.55
Relationship Longevity	Equal variances assumed	0.25	0.61	-0.32	444.00	0.75

	Equal variances not assumed			-0.32	432.18	0.75
Medium of Interaction	Equal variances assumed	0.01	0.93	0.44	444.00	0.66
	Equal variances not assumed			0.44	432.05	0.66
Service Quality	Equal variances assumed	0.11	0.74	2.28	444.00	0.02
	Equal variances not assumed			2.28	429.19	0.02

As shown in Table 4.13, for Expertise, Customer's Commitment, Selling Orientation, Seller's Commitment and Customer's Commitment, the assumptions of equality of variance are not met. On the other hand, for Customer's Commitment ($\bar{x}_{\text{males}}=3.50$, $\bar{x}_{\text{females}}=3.34$) and Service Quality ($\bar{x}_{\text{males}}=3.45$, $\bar{x}_{\text{females}}=3.33$) there exists a significant difference among the two groups of respondents formed according to their gender. Therefore it may be concluded that male respondents possess a higher score of Customer's Commitment and Service Quality than female respondents.

Education Level vs. Antecedents of Relationship Quality

This section presents an assessment of the antecedents of relationship quality to determine whether there exists a difference in the responses of respondents according to their education level. The first group includes the respondents holding a high school degree or less and the second group includes the respondents holding

university or postgraduate degree. Table 4.14 provides the results of the statistical analysis.

Table 4.14. Differences in the Antecedents of Relationship Quality by Education Level

		Levene's Test for Equality of Variances		t-test for Equality of Means (by Education Level)		
		F	Sig.	t	Degrees of Freedom	Sig. (2-tailed)
Expertise	Equal variances assumed	0.29	0.59	-0.19	444.00	0.85
	Equal variances not assumed			-0.19	214.14	0.85
Ethics	Equal variances assumed	4.68	0.03	-1.07	444.00	0.28
	Equal variances not assumed			-1.15	237.22	0.25
Customer Orientation	Equal variances assumed	1.66	0.20	-0.67	444.00	0.50
	Equal variances not assumed			-0.71	226.37	0.48
Selling Orientation	Equal variances assumed	0.91	0.34	-0.45	444.00	0.65
	Equal variances not assumed			-0.47	228.50	0.64
Information Exchange	Equal variances assumed	0.12	0.73	0.33	444.00	0.74
	Equal variances not assumed			0.33	213.24	0.74
Seller's Commitment	Equal variances assumed	0.64	0.42	-0.36	444.00	0.72
	Equal variances not assumed			-0.38	220.80	0.71
Conflict Handling	Equal variances assumed	7.21	0.01	1.48	444.00	0.14
	Equal variances not assumed			1.36	178.11	0.18
Relational Selling Behavior	Equal variances assumed	0.32	0.57	0.66	444.00	0.51

	Equal variances not assumed			0.61	179.89	0.54
Relationship Proneness	Equal variances assumed	0.25	0.61	0.41	444.00	0.68
	Equal variances not assumed			0.41	207.40	0.68
Customer's Commitment	Equal variances assumed	0.08	0.78	0.03	444.00	0.97
	Equal variances not assumed			0.03	202.09	0.97
Involvement	Equal variances assumed	7.42	0.01	1.47	444.00	0.14
	Equal variances not assumed			1.36	181.55	0.17
Frequency of the Relationship	Equal variances assumed	0.07	0.79	-0.48	444.00	0.63
	Equal variances not assumed			-0.48	206.75	0.63
Relationship Longevity	Equal variances assumed	1.37	0.24	0.44	444.00	0.66
	Equal variances not assumed			0.43	197.37	0.67
Medium of Interaction	Equal variances assumed	0.22	0.64	-1.38	444.00	0.17
	Equal variances not assumed			-1.42	215.59	0.16
Service Quality	Equal variances assumed	2.00	0.16	1.08	444.00	0.28
	Equal variances not assumed			1.14	230.06	0.26

As provided in Table 4.14, for Ethics, Conflict Handling and Involvement, the assumptions of equality of variance are not met. Additionally, no statistically significant differences have been observed among the groups of respondents formed according to their education level.

Income vs. Antecedents of Relationship Quality

In this section, the antecedents of relationship quality were assessed to determine whether there exists a difference in the responses of respondents according to their income level. The cut point used in forming the groups is 3,000 YTL, namely the first group includes the respondents having monthly income less than 3,000 YTL and the second group includes the respondents having a monthly income greater than or equal to 3,000 YTL. Table 4.15 presents the Levene's statistics and the results of the t-test.

Table 4.15. Differences in the Antecedents of Relationship Quality by Income Level

		Levene's Test for Equality of Variances		t-test for Equality of Means (by Income Level)		
		F	Sig.	t	Degrees of Freedom	Sig. (2-tailed)
Expertise	Equal variances assumed	7.30	0.01	-1.55	444.00	0.12
	Equal variances not assumed			-1.60	332.08	0.11
Ethics	Equal variances assumed	2.85	0.09	-0.84	444.00	0.40
	Equal variances not assumed			-0.87	332.31	0.39
Customer Orientation	Equal variances assumed	14.61	0.00	-1.94	444.00	0.05
	Equal variances not assumed			-2.10	375.14	0.04
Selling Orientation	Equal variances assumed	6.98	0.01	-1.31	444.00	0.19
	Equal variances not assumed			-1.41	364.90	0.16
Information Exchange	Equal variances assumed	4.40	0.04	-1.12	444.00	0.26

	Equal variances not assumed			-1.16	331.89	0.25
Seller's Commitment	Equal variances assumed	13.98	0.00	-1.84	444.00	0.07
	Equal variances not assumed			-1.99	376.55	0.05
Conflict Handling	Equal variances assumed	2.52	0.11	0.79	444.00	0.43
	Equal variances not assumed			0.75	265.91	0.45
Relational Selling Behavior	Equal variances assumed	1.28	0.26	-1.09	444.00	0.27
	Equal variances not assumed			-1.12	325.54	0.26
Relationship Proneness	Equal variances assumed	4.21	0.04	-1.13	444.00	0.26
	Equal variances not assumed			-1.16	328.21	0.25
Customer's Commitment	Equal variances assumed	0.59	0.44	-0.67	444.00	0.50
	Equal variances not assumed			-0.68	313.04	0.50
Involvement	Equal variances assumed	1.00	0.32	-0.42	444.00	0.68
	Equal variances not assumed			-0.43	332.89	0.66
Frequency of the Relationship	Equal variances assumed	0.73	0.39	-0.90	444.00	0.37
	Equal variances not assumed			-0.89	294.74	0.37
Relationship Longevity	Equal variances assumed	0.33	0.57	0.38	444.00	0.70
	Equal variances not assumed			0.39	307.49	0.70
Medium of Interaction	Equal variances assumed	2.00	0.16	0.62	444.00	0.53
	Equal variances not assumed			0.61	289.37	0.54
Service Quality	Equal variances assumed	0.40	0.53	-0.22	444.00	0.83
	Equal variances not assumed			-0.22	298.56	0.83

As presented in Table 4.15, for Expertise, Customer Orientation, Selling Orientation, Information Exchange, Seller's Commitment and Relationship Proneness the assumptions of equality of variance are not met. Additionally, for Customer Orientation ($\bar{x}_1=3.77$, $\bar{x}_2=3.64$) and Seller's Commitment ($\bar{x}_1=3.82$, $\bar{x}_2=3.72$), there exists a significant difference among the respondents. Hence it may be concluded that for the respondents having a monthly income less than 3,000 YTL, the perception of Customer Orientation and Seller's Commitment is higher than the respondents having a monthly income greater than or equal to 3,000 YTL.

Marital Status vs. Antecedents of Relationship Quality

This section presents an assessment of the antecedents of relationship quality to determine whether there exists a difference in the responses of respondents according to their marital statuses. The first group includes single respondents and the second group includes the remaining (who marked "married" or "other" option) respondents. Table 4.16 demonstrates the results of the statistical tests.

Table 4.16. Differences in the Antecedents of Relationship Quality by Marital Status

		Levene's Test for Equality of Variances		t-test for Equality of Means (by Marital Status)		
		F	Sig.	t	Degrees of Freedom	Sig. (2-tailed)
Expertise	Equal variances assumed	0.04	0.85	-0.20	444.00	0.84
	Equal variances not assumed			-0.20	372.44	0.84

Ethics	Equal variances assumed	17.84	0.00	-2.21	444.00	0.03
	Equal variances not assumed			-2.30	430.46	0.02
Customer Orientation	Equal variances assumed	0.91	0.34	0.52	444.00	0.60
	Equal variances not assumed			0.52	373.11	0.60
Selling Orientation	Equal variances assumed	1.10	0.29	-0.56	444.00	0.58
	Equal variances not assumed			-0.57	405.14	0.57
Information Exchange	Equal variances assumed	0.37	0.55	0.32	444.00	0.75
	Equal variances not assumed			0.31	374.96	0.75
Seller's Commitment	Equal variances assumed	5.52	0.02	1.25	444.00	0.21
	Equal variances not assumed			1.22	350.58	0.22
Conflict Handling	Equal variances assumed	0.58	0.45	0.33	444.00	0.74
	Equal variances not assumed			0.32	348.27	0.75
Relational Selling Behavior	Equal variances assumed	8.72	0.00	-1.33	444.00	0.19
	Equal variances not assumed			-1.39	434.58	0.17
Relationship Proneness	Equal variances assumed	7.04	0.01	1.43	444.00	0.15
	Equal variances not assumed			1.39	348.87	0.16
Customer's Commitment	Equal variances assumed	2.58	0.11	0.99	444.00	0.32
	Equal variances not assumed			0.98	369.43	0.33
Involvement	Equal variances assumed	4.67	0.03	-0.72	444.00	0.47
	Equal variances not assumed			-0.74	422.05	0.46
Frequency of the Relationship	Equal variances assumed	0.19	0.66	1.06	444.00	0.29
	Equal variances not assumed			1.05	369.49	0.29
Relationship	Equal variances	0.93	0.33	0.89	444.00	0.38

Longevity	assumed					
	Equal variances not assumed			0.90	395.48	0.37
Medium of Interaction	Equal variances assumed	0.87	0.35	0.19	444.00	0.85
	Equal variances not assumed			0.19	395.81	0.85
Service Quality	Equal variances assumed	0.09	0.77	-0.94	444.00	0.35
	Equal variances not assumed			-1	393.50	0.34

As presented in Table 4.16, for Ethics, Seller's Commitment and Relational Selling Behavior, Relationship Proneness and Involvement the assumptions of equality of variance are not met. Statistically significant difference is observed only for Ethics ($\bar{x}_1=3.79$, $\bar{x}_2=3.68$) among the groups of respondents. Hence it may be said that single respondents have a higher perception of Ethics than the other respondents.

Sector Employed vs. Antecedents of Relationship Quality

This section presents an assessment of the antecedents of relationship quality to determine whether there exist differences in the responses of respondents according to the sectors they are employed in. The first group includes the respondents employed in public sector and the second group includes other respondents (who marked "private sector" or "other" option). Table 4.17 presents the results of the independence samples test statistics.

Table 4.17. Differences in the Antecedents of Relationship Quality by Sector

		Levene's Test for Equality of Variances		t-test for Equality of Means (by Sector)		
		F	Sig.	t	Degrees of Freedom	Sig. (2-tailed)
Expertise	Equal variances assumed	0.14	0.71	-0.20	444.00	0.85
	Equal variances not assumed			-0.20	264.79	0.84
Ethics	Equal variances assumed	5.25	0.02	1.34	444.00	0.18
	Equal variances not assumed			1.28	237.53	0.20
Customer Orientation	Equal variances assumed	0.79	0.37	0.48	444.00	0.63
	Equal variances not assumed			0.46	243.46	0.64
Selling Orientation	Equal variances assumed	1.16	0.28	0.40	444.00	0.69
	Equal variances not assumed			0.37	224.73	0.71
Information Exchange	Equal variances assumed	3.45	0.06	1.13	444.00	0.26
	Equal variances not assumed			1.10	245.76	0.27
Seller's Commitment	Equal variances assumed	4.93	0.03	-1.04	444.00	0.30
	Equal variances not assumed			-1.12	310.93	0.26
Conflict Handling	Equal variances assumed	2.42	0.12	0.92	444.00	0.36
	Equal variances not assumed			0.91	254.10	0.37
Relational Selling Behavior	Equal variances assumed	6.16	0.01	2.10	444.00	0.04
	Equal variances not assumed			1.91	213.36	0.06
Relationship Proneness	Equal variances assumed	6.87	0.01	-1.33	444.00	0.18
	Equal variances not assumed			-1.42	300.89	0.16
Customer's Commitment	Equal variances assumed	0.91	0.34	1.02	444.00	0.31

	Equal variances not assumed			1.00	252.47	0.32
Involvement	Equal variances assumed	6.82	0.01	0.95	444.00	0.34
	Equal variances not assumed			0.90	227.71	0.37
Frequency of the Relationship	Equal variances assumed	0.05	0.81	0.18	444.00	0.86
	Equal variances not assumed			0.18	256.51	0.86
Relationship Longevity	Equal variances assumed	2.00	0.16	1.93	444.00	0.05
	Equal variances not assumed			1.96	270.20	0.05
Medium of Interaction	Equal variances assumed	2.31	0.13	1.31	444.00	0.19
	Equal variances not assumed			1.28	245.08	0.20
Service Quality	Equal variances assumed	0.17	0.68	0.14	444	0.89
	Equal variances not assumed			0.15	279.05	0.89

As presented in Table 4.17, for Ethics, Seller's Commitment and Relational Selling Behavior, Relationship Proneness and Involvement the assumptions of equality of variance are not met. Statistically significant difference is observed only for Relationship Longevity ($\bar{x}_1=3.17$, $\bar{x}_2=3.43$) among the groups of respondents. Hence it may be said that for the respondents employed in the public sector the average Relationship Longevity is lower than the other respondents.

Relationship Quality

The descriptive statistics for the variables proposed to be the dimensions of relationship quality are provided in Table 4.18.

Table 4.18. Descriptive Statistics for the Dimensions of Relationship Quality

Descriptive Statistics						
	N	Min.	Max.	Mean	Std. Deviation	Variance
Trust	446	1.86	4	3.52	0.47	0.22
Satisfaction	446	1.67	4	3.59	0.50	0.25

Survey Channel vs. Relationship Quality

Following the analysis of the descriptive statistics for trust and satisfaction constructs, the dimensions of relationship quality were examined whether there exists any statistical difference among the respondents according to the data collection channel. Table 4.19 shows the results of Levene's statistics and t-test.

Table 4.19. Differences in the Dimensions of Relationship Quality by Survey Channel

		Levene's Test for Equality of Variances		t-test for Equality of Means (by Survey Channel)		
		F	Sig.	t	Degrees of freedom	Sig. (2-tailed)
Trust	Equal variances assumed	2.16	0.14	1.16	444.00	0.25
	Equal variances not assumed			1.25	152.99	0.21
Satisfaction	Equal variances assumed	0.42	0.52	1.01	444.00	0.31
	Equal variances not assumed			1.05	145.27	0.29

As shown in Table 4.19, for trust and satisfaction constructs the equality of variances assumption is met as indicated by significance of the Levene's statistics being greater than 0.05. On the other hand, the t-test for equality of means shows that there are no significant differences among Internet and branch respondents for the responses regarding trust and satisfaction constructs. Additionally, all the items used as the indicators of trust (v26, v27, v28 and v29) and satisfaction (v30, v31 and v32) constructs have been subjected to t-test for equality of means and the findings reveal that there exists no statistically significant difference among Internet and branch respondents for any of the items.

Demographics vs. Relationship Quality

In this section, the demographics (i.e. age, gender, education level, income level, marital status and sector employed in) of the respondents were assessed to determine whether there exists a difference among the respondents' perception regarding the dimensions of relationship quality (i.e. trust and satisfaction) based on these demographical properties. The details of the groups formed during these analyses based on demographical information of the respondents are provided in Table 4.20.

Table 4.20. Demographical Group Formation Criteria to Assess the Differences in the Perceptions of the Dimensions of Relationship Quality

Demographical Information	Group Formation Criteria	
	Group 1	Group 2
Age	<36	>=35
Gender	Males	Females
Education Level	High School Or Less	University or Postgraduate
Monthly Income Level	<3000 YTL	>=3000 YTL
Marital Status	Single	Married or Other
Sector Employed In	Public	Private or Other

The statistics regarding the perceptions of trust among respondents based on demographic factors are provided in Table 4.21.

Table 4.21. Differences among Groups Formed Based on Demographical Factors on the Perceptions of Trust

		Levene's Test for Equality of Variances		t-test for Equality of Means (Trust)			Mean (Gr.1)	Mean (Gr. 2)
		F	Sig.	t	df	Sig. (2-tailed)		
Age	Equal variances assumed	0.00	0.96	0.13	444.00	0.90	3.52	3.53
	Equal variances not assumed			0.13	290.94	0.89		
Gender	Equal variances assumed	1.49	0.22	1.12	444.00	0.26	3.54	3.49
	Equal variances not assumed			1.10	401.67	0.27		
Education Level	Equal variances assumed	0.79	0.37	-0.09	444.00	0.93	3.53	3.52
	Equal variances not assumed			-0.10	231.19	0.92		
Monthly Income Level	Equal variances assumed	7.70	0.01	0.76	444.00	0.45	3.5	3.53
	Equal variances not assumed			0.72	262.94	0.47		
Marital Status	Equal variances assumed	0.05	0.82	0.91	444.00	0.36	3.5	3.54
	Equal variances not assumed			0.90	374.50	0.37		
Sector Employed In	Equal variances assumed	0.23	0.63	-0.5	444.00	0.58	3.54	3.51
	Equal variances not assumed			-0.6	262.77	0.58		

As presented in Table 4.21, none of the groups based on demographical factors show a significant difference in the perception of trust among the respondents. Therefore, it can be concluded that none of the groups formed is statistically different regarding the perceptions of trust. Similarly, the statistics regarding the perceptions of satisfaction among respondents based on demographic factors (using the cut points provided in Table 4.20) are shown in Table 4.22.

Table 4.22. Differences among Groups Formed Based on Demographical Factors on the Perceptions of Satisfaction

		Levene's Test for Equality of Variances		t-test for Equality of Means (Satisfaction)			Mean (Gr.1)	Mean (Gr.2)
		F	Sig.	t	df	Sig. (2-tailed)		
Age	Equal variances assumed	1.63	0.20	0.07	444.00	0.94	3.58	3.59
	Equal variances not assumed			0.07	261.85	0.95		
Gender	Equal variances assumed	5.45	0.02	0.81	444.00	0.42	3.60	3.57
	Equal variances not assumed			0.80	399.64	0.42		
Education Level	Equal variances assumed	0.10	0.75	-1.05	444.00	0.29	3.63	3.57
	Equal variances not assumed			-1.05	205.93	0.29		

Monthly Income Level	Equal variances assumed	6.38	0.01	1.10	444.00	0.27	3.55	3.60
	Equal variances not assumed			1.05	272.22	0.29		
Marital Status	Equal variances assumed	0.11	0.74	0.74	444.00	0.46	3.56	3.60
	Equal variances not assumed			0.73	377.66	0.46		
Sector Employed In	Equal variances assumed	0.59	0.44	-1.11	444.00	0.27	3.63	3.57
	Equal variances not assumed			-1.12	266.55	0.26		

As provided in Table 4.22, none of the groups based on demographical factors show a significant difference in the perception of satisfaction among the respondents which indicate that the demographical factors do not lead to statistically significant differences in the perception of satisfaction.

Service Quality vs. Relationship Quality

The discussion regarding the relationship between service quality and relationship quality has received considerable attention in the literature (Crosby et al., 1990; Wong and Sohal; 2002; Storbacka et. al., 1994). Crosby et al. (1990) asserted that service quality is a necessary but not sufficient condition for the formation of relationship quality. Additionally, it has been argued that relationship quality and service quality constructs do overlap to some extent. Roberts et al. (2003) found empirical evidence indicating that relationship quality is a distinct construct from service quality and moreover relationship quality possesses better predictive capability in understanding and explaining behavioral intentions. Zeithaml et al. (1996) proposed that positive behavioral intentions lead to behavioral outcomes, operational efficiencies, increased spending and cooperation in product development and marketing which in turn directly affect the increased customer lifetime value. Therefore the assessment of relationship quality's explanation capability over service quality is of vital importance in the prediction of behavioral intentions of the customer and therefore is an important determinant of the continuity of the relationship. In order to assess whether relationship quality is a distinct construct from service quality or not, paired-samples t-test has been applied, since the samples used are related rather than being independent (Churchill and Iacobucci, 2005). In the paired-samples test procedure, a new variable d_i is defined, where d_i is the difference between service quality score and relationship quality score of the i th observation. And then the mean difference ($\bar{d}$) is calculated using Equation 4.1 and the standard error of the difference is calculated using Equation 4.2:

$$\bar{d} = \frac{\sum_{i=1}^n d_i}{n} \quad (\text{Equation 4-1})$$

$$s_d = \sqrt{\frac{\sum_{i=1}^n (d_i - \bar{d})^2}{n-1}} \quad (\text{Equation 4-2})$$

And finally the test statistics is calculated using Equation 4.3:

$$t = \frac{\bar{d}}{s_d / \sqrt{n}} \quad (\text{Equation 4-3})$$

The test statistics obtained aim to test the following null and alternative hypotheses:

H₀: D=0 (D is the difference between two samples)

H_a: D≠0

The t statistics obtained (5.165) is greater than the critical value (1.97, for degrees of freedom=445 and α=0.05) indicating that the hypothesis of no difference is rejected. Namely, the empirical evidence indicates that relationship quality is a distinct construct than service quality ($\bar{x}_{\text{relationship quality}}=3.55$, $\bar{x}_{\text{service quality}}=3.39$).

Consequences of Relationship Quality (Relationship Marketing Effectiveness)

The descriptive statistics for the relationship marketing effectiveness construct are provided in Table 4.23.

Table 4.23. Descriptive Statistics for Relationship Marketing Effectiveness

Descriptive Statistics						
	N	Min.	Max.	Mean	Std. Deviation	Variance
Relationship Marketing Effectiveness	446	1	4	3.40	0.62	0.39

Survey Channel vs. Relationship Marketing Effectiveness

Following the assessment of the descriptive statistics, relationship marketing effectiveness was examined whether there was a difference among the respondents according to the data collection channel. Table 4.24 shows the results of Levene's statistics and t-test.

Table 4.24. Differences in Relationship Marketing Effectiveness by Survey Channel

		Levene's Test for Equality of Variances		t-test for Equality of Means (by Survey Channel)		
		F	Sig.	t	Degrees of freedom	Sig. (2-tailed)
Relationship Marketing Effectiveness	Equal variances assumed	0.05	0.82	-0.11	444.00	0.91
	Equal variances not assumed			-0.11	147.98	0.91

As shown in Table 4.24, for the relationship marketing effectiveness construct, the equality of variances assumption is met as indicated by significance of the Levene's statistics being greater than 0.05. Furthermore, the t-test for equality of means shows that there are no significant differences among Internet and branch respondents for the responses regarding relationship marketing effectiveness. Moreover, all the items used as the indicators of relationship marketing effectiveness (v33, v34, v35, v36, v37 and v38) construct have been subjected to t-test for equality of means and the findings show that there exists no statistically significant difference among Internet and branch respondents for any of the items.

Demographics vs. Relationship Marketing Effectiveness

This section presents a discussion of the differences in the perceptions of relationship marketing effectiveness according to respondents' demographics (i.e. age, gender,

education level, income level, marital status and sector employed in). Table 4.25 below shows the statistics obtained in the independent-samples t-test. The cut points used in the formation of the groups are presented in Table 4.20.

Table 4.25. Differences in Relationship Marketing Effectiveness by Demographics

		Levene's Test for Equality of Variances		t-test for Equality of Means (Relationship Marketing Effectiveness)			Mean (Gr. 1)	Mean (Gr. 2)
		F	Sig.	t	df	Sig. (2-tailed)		
Age	Equal variances assumed	0,04	0,85	-0,20	444,00	0,84	3,41	3,40
	Equal variances not assumed			-0,20	301,38	0,84		
Gender	Equal variances assumed	1,75	0,19	-0,39	444,00	0,70	3,39	3,42
	Equal variances not assumed			-0,39	443,13	0,70		
Education Level	Equal variances assumed	1,23	0,27	0,36	444,00	0,72	3,39	3,41
	Equal variances not assumed			0,36	205,61	0,72		
Monthly Income Level	Equal variances assumed	0,08	0,78	0,04	444,00	0,97	3,40	3,41
	Equal variances not assumed			0,04	282,16	0,97		

Marital Status	Equal variances assumed	0,04	0,83	-0,69	444,00	0,49	3,43	3,39
	Equal variances not assumed			-0,69	377,67	0,49		
Sector Employed In	Equal variances assumed	1,96	0,16	0,21	444,00	0,83	3,40	3,41
	Equal variances not assumed			0,22	289,15	0,83		

The statistics presented in Table 4.25 show that none of the groups formed on the demographics of the respondents show significant differences in the perceptions of relationship marketing effectiveness. Hence, it may be concluded that the demographical factors do not lead to a statistically significant difference in the perceptions of relationship marketing effectiveness.

Qualitative Analysis of the Open-Ended Questions of the Survey

In this section, the discussion regarding the qualitative analysis of the open-ended questions of the survey is presented. The survey includes three open-ended questions dealing with the names of the banks from which the respondents get service (V41), best services of the bank (V48) and the worst services of the bank (V49).

Names of the Banks from Which the Respondents Get Service

The names of the banks from which the respondents get service was asked to the respondents in a separate question (V41) following the number of banks they get service from (V40). Table 4.3 presented the distribution of the number of banks the respondents get service from and Table 4.26 below provides the distribution of the names of the banks according to the number of banks.

Table 4.26. Distribution of the Names of the Banks from Which the Respondents Get Service

	One (Count)	One (%)	Two- Three (Count)	Two- Three (%)	Four or More (Count)	Four or More (%) ^a	Total (%) ^b
ABank	0	0.00	11	5.61	5	7.81	3.59
Akbank	6	3.23	35	17.86	15	23.44	12.56
Anadolubank	0	0.00	6	3.06	4	6.25	2.24
AsyaBank	0	0.00	7	3.57	3	4.69	2.24
BankEuropa	0	0.00	8	4.08	5	7.81	2.91
Denizbank	1	0.54	14	7.14	10	15.63	5.61
Finansbank	155	83.3	162	82.65	55	85.94	83.41
Fortis	1	0.54	16	8.16	9	14.06	5.83
Garanti	0	0.00	26	13.27	17	26.56	9.64
Halkbank	0	0.00	8	4.08	7	10.94	3.36
Hsbc Bank	1	0.54	18	9.18	14	21.88	7.40
İşbank	4	2.15	27	13.78	18	28.13	10.99
Koçbank	1	0.54	9	4.59	8	12.50	4.04
KuveytTürk	0	0.00	7	3.57	5	7.81	2.69
Oyakbank	1	0.54	11	5.61	5	7.81	3.81
Şekerbank	0	0.00	7	3.57	7	10.94	3.14
Türkiye Finans	0	0.00	6	3.06	5	7.81	2.47
TEB	1	0.54	14	7.14	9	14.06	5.38
Tekstilbank	0	0.00	9	4.59	5	7.81	3.14
Vakıfbank	1	0.54	28	14.29	18	28.13	10.54
Yapı ve Kredi	7	3.76	31	15.82	17	26.56	12.33
Ziraat Bankası	7	3.76	35	17.86	25	39.06	15.02
Other	0	0.00	5	2.55	3	4.69	1.79

a: The percentage value= “Four or More” Count / Total Number of Respondents who get service from “Four or More” banks.

b: The percentage value= (“One” Count + “Two-Three” Count + “Four or More” Count) / Total Number of Respondents

The table provides the count and the percentages of each of the banks based on the information provided about the number of the banks the customer gets service from.

The number of respondents getting service from one, two-three, four or more banks is 186, 196 and 64, respectively.

The respondents who get service from two or three banks named 2.55 banks on average, whereas the respondents who get service from four or more banks have named 4.21 banks on average.

Since 79.82% of the surveys were collected through the branches of Finansbank, the percentage of the customers getting service from Finansbank was significantly high (83.41%) as indicated in Table 4.26. The most used private-owned banks among the respondents were Akbank (12.56%), Yapı ve Kredi Bankası (12.33%), İşbank (10.99%) and Garanti Bankası (9.64%). Ziraat Bankası and Vakıfbank were the mostly used state-owned banks, with 15.02% and 10.54% usage percentages, respectively, among the respondents. It should be noted that the sum of the percentages of respondents who get service from state-owned banks (Ziraat Bankası, Vakıfbank and Halk Bankası) was equal to 28.92% and very close to the percentage of respondents (29.15%) who were employed in the public sector (please refer to Table 4.8 for the distribution of the professions of the respondents).

The Best Services of the Bank

This section includes an examination of the answers of the respondents regarding the best services of the bank from which the respondents get service. For branch users, the answer of this question stands as an evaluation of the specific bank (Finansbank) through which the surveys were collected, whereas for Internet respondents this question is meant to evaluate the bank for which the entire survey is filled out. Table 4.27 presents the distribution of the answers provided by the respondents.

Table 4.27. Distribution of the Best Services of the Bank

	Survey Channel				Overall	
	Branch Count	Branch (%)	Internet Count	Internet (%)	Total Count	Total (%)
Convenience of Distribution Channels	51	14.33	8	8.89	59	13.23
Convenient Working Hours	19	5.34	3	3.33	22	4.93
Ease of Making Transactions	31	8.71	10	11.11	41	9.19
Everything	11	3.09	2	2.22	13	2.91
Expertise of the Employees	44	12.36	7	7.78	51	11.43
High Interest Rates	12	3.37	2	2.22	14	3.14
High-Speed of Transactions	28	7.87	10	11.11	38	8.52
Low Commission Rates	46	12.92	7	7.78	53	11.88
Modern-Looking Equipment	18	5.06	6	6.67	24	5.38
Physical Appearance of the Employees	9	2.53	1	1.11	10	2.24
Promotions for Regular Customers	30	8.43	1	1.11	31	6.95
Sincerity of the Employees	121	33.99	14	15.56	135	30.27
Special Attention Paid to the Customers	78	21.91	15	16.67	93	20.85
Specific Banking Services	55	15.45	2	2.22	57	12.78
Trustworthiness of the Bank	46	12.92	14	15.56	60	13.45
Trustworthiness of the Employees	88	24.72	20	22.22	108	24.22
Variety of Alternative Distribution Channels	25	7.02	26	28.89	51	11.43
Variety of Services Offered	44	12.36	20	22.22	64	14.35
Other [*]	11	3.09	2	2.22	13	2.91
None	16	4.49	1	1.11	17	3.81

*: "Other" is meant to represent the sum of the answers which have total count less than 10.

For the branch users the average number of items stated as the answer of the question is 2.2, whereas this number decreases to 1.9 for Internet respondents.

“Sincerity of the Employees” was the mostly stated item among the branch respondents with 33.99%. “Trustworthiness of the Employees” and “Special Attention Paid to the Customer” were the other two mostly mentioned topics among branch respondents with 24.72% and 21.91% percentages, respectively. 78.22% of the branch respondents mentioned at least one item related with the employees of the bank, and more than 40% of the respondents (42.48%) included at least one item related with the service quality characteristics. 3.09% of the branch respondents stated that “Everything” was satisfactory about the bank and 4.49% found that “None” of the services the bank offers deserved to be called best. 15.45% of the branch respondents focused on specific banking services to be the best point about the bank. These specific services include Automatic Account (a specialized kind of account enabling the automatic management of investment-related and expense-related transactions of the same account), Miles service, Credit Card promotions and Investment Bulletins.

“Variety of Alternative Distribution Channels” was mentioned by 28.89% of the Internet respondents. “Trustworthiness of the Employees”, “Variety of the Services Offered” and “Special Attention Paid to the Customers” were the other mostly mentioned items among Internet respondents. 2.22% of the Internet respondents stated that “Everything” was satisfactory about the bank and 1.11% found that “None” of the services the bank offers deserved to be called best.

The Worst Services of the Bank

This section includes an examination of the answers of the respondents regarding the worst services of the bank from which the respondents get service. For branch users, the answer of this question stood as an evaluation of the specific bank (Finansbank) through which the surveys were collected, whereas for Internet respondents this question was meant to evaluate the bank for which the entire survey was filled out. Table 4.28 presents the distribution of the answers provided by the respondents.

Table 4.28. Distribution of the Worst Services of the Bank

	Survey Channel				Overall	
	Branch Count	Branch (%)	Internet Count	Internet (%)	Total Count	Total (%)
Commitments and/or Promises not Met	12	3.37	3	3.33	15	3.36
Crowdedness of the Branches	69	19.38	13	14.44	82	18.39
High Commission Rates	25	7.02	4	4.44	29	6.50
Inconvenient Working Hours	11	3.09	0	0.00	11	2.47
Lack of a Friendly Atmosphere	8	2.25	2	2.22	10	2.24
Lack of Promotions	10	2.81	12	13.33	22	4.93
Long Processing Time of Transactions	65	18.26	14	15.56	79	17.71
Low Interest Rates	5	1.40	2	2.22	7	1.57
Overloaded and Too Busy Employees	31	8.71	7	7.78	38	8.52
Inexperienced Employees	14	3.93	0	0.00	14	3.14
Other*	4	1.12	0	0.00	4	0.90
None	134	37.64	24	26.67	158	35.43

*: "Other" is meant to represent the sum of the answers which have total count less than 7.

For the branch users the average number of items stated as the answer of the question was 1.1, whereas this number decreased to 0.9 for Internet respondents.

More than 37% of the branch respondents (37.64%) stated that "None" of the services the bank offers deserves to be called the worst and this is the mostly stated item among both branch respondents and Internet respondents. "Crowdedness of the Branches" and "Long Processing Time of Transactions" are the other two

mostly mentioned topics among branch respondents with 19.38% and 18.26% respectively. It should be noted that “Overloaded and Too Busy Employees” was also a commonly worded item with 8.71% and may be thought to be closely related with the “Crowdedness of the Branches” item. The percentage of respondents complaining about the “Crowdedness of the Branches” among Internet respondents was less than branch respondents (14.44% among Internet respondents and 19.38 among branch respondents) and none of the Internet respondents stated “Inconvenient Working Hours” as the worst service of the bank. This may be due to the difference in the behaviors of the branch and Internet respondents to reach and use the services offered by the banks.

When compared with the answers provided for the best services of the bank, both the branch and the Internet respondents provided significantly less number of items for the worst services of the bank. 18 different items (excluding the items “Other” and “None”) are stated by both the branch and Internet respondents as the best services of the bank, whereas the number of items (excluding the items “Other” and “None”) decreased to ten among the branch respondents and to eight among the Internet respondents as the worst services of the bank.

Model Testing by Structural Equation Modeling

The structural equation modeling is fundamentally centered on two steps; validation of the measurement model and fitting the structural model. The former step is accomplished through the use of confirmatory factor analysis, whereas the latter is achieved through conducting path analysis with latent variables. In this section the

methodology used in testing the model and the results of the tests conducted are presented. First, the details of the confirmatory factor analysis are discussed. In the second part, the methodology and the results of the estimation of series of structural equation and hypotheses testing are examined. The outline of the seven stage process, as suggested by Hair et al. (1998), followed throughout both of the analysis is as follows:

1. Development of the Theoretically Based Model
2. Construction of the Path Diagram of Causal Relationships
3. Conversion of the Path Diagram into a Set of Structural and Measurement Models
4. Choosing the Input Matrix Type and Estimating the Proposed Model
5. Assessment of the Identification of the Structural Model
6. Evaluation of the Goodness-of-Fit Criteria
7. Interpretation and Modification of the Model

Confirmatory Factor Analysis with Structural Equation Modeling

Confirmatory factor analysis is usually the first step in structural equation modeling analysis. It is a common practice among structural equation researchers to conduct a test regarding the measurement model underlying the full structural equation model prior to the analysis of fit of the structural model proposed with those of the rival models (Kline et al., 1998; Anderson et al., 1988). Confirmatory factor analysis basically aims to determine whether the loadings of the indicator variables and the number of factors are in conformance with what is derived from the literature review

and hence the proposed research model. In other words, confirmatory factor analysis stands as a test of significance and meaningfulness of latent variables and the indicators of latent variables. Confirmatory factor analysis is conducted to play a complementary role in the analysis of latent variables in addition to the discussion presented in “Reliabilities of the Scales” section.

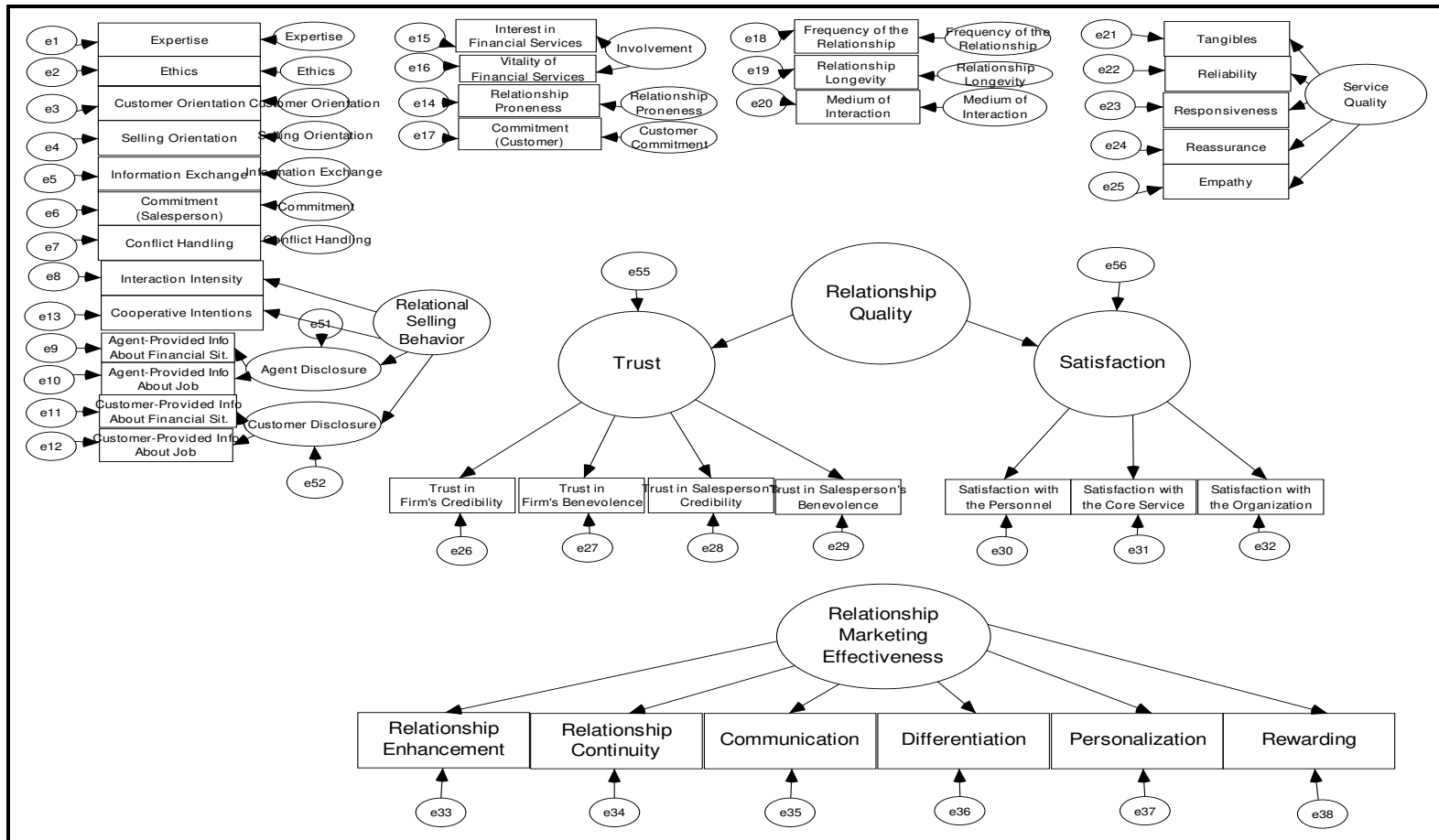
Development of the Theoretically Based Model

The discussion regarding the literature and the theoretical background pertaining to the research model proposed is presented in Chapter 2. Additionally, the methodology followed in the refinement of the scales is presented in Chapter 3. As a result of these studies, the following factors are focused in the confirmatory factor analysis:

1. Relationship Quality
2. Trust
3. Satisfaction
4. Relationship Marketing Effectiveness
5. Service Quality
6. Relational Selling Behavior
7. Agent Disclosure
8. Customer Disclosure
9. Involvement (Customer)

Construction of the Path Diagram of Causal Relationships

The construction of the path diagram is the next step which aims to portray the relationships in the model. It is done by removing from the model all paths (all straight arrows connecting latent variables), adding curved arrows representing covariance between latent variables which are theoretically meaningful, and leaving in the paths from each latent variable to its indicator variables as well as leaving in the paths from error and disturbance terms to their respective values. The path diagram including the variables measuring constructs is presented in Figure 4.1.



(Note: For convenience, measurement paths are simplified)

Figure 4.1. Path diagram for confirmatory factor analysis

The measurement model depicted in Figure 4.1 contains two second-order constructs which are “Relationship Quality” and “Relational Selling Behavior”, whereas Trust, Satisfaction, Relationship Marketing Effectiveness, Service Quality, Agent Disclosure, Customer Disclosure and Involvement are the latent variables proposed as first-order constructs in the confirmatory factor analysis.

Conversion of the Path Diagram into a Set of Structural and Measurement Models

The factors used in the confirmatory part of the analysis and the variable names are as follows:

1. Agent Disclosure (F_1)
2. Customer Disclosure (F_2)
3. Relational Selling Behavior (F_3)
4. Involvement (F_4)
5. Service Quality (F_5)
6. Trust (F_6)
7. Satisfaction (F_7)
8. Relationship Quality (F_8)
9. Relationship Marketing Effectiveness (F_9)

The structural equations obtained from the path diagram are as follows
(please refer to Appendix K for the variable numbers):

$$F_1 = b_1V_9 + b_2V_{10} + \varepsilon_1 \text{ (\varepsilon denotes error term or so called “unique factors”)}$$

$$F_2 = b_3V_{11} + b_4V_{12} + \varepsilon_2$$

$$F_3 = b_5F_1 + b_6F_2 + b_7V_8 + b_8V_{13} + \varepsilon_3$$

$$F_4 = b_9V_{15} + b_{10}V_{16} + \varepsilon_4$$

$$F_5 = b_{11}V_{21} + b_{12}V_{22} + b_{13}V_{23} + b_{14}V_{24} + b_{15}V_{25} + \varepsilon_5$$

$$F_6 = b_{16}V_{26} + b_{17}V_{27} + b_{18}V_{28} + b_{19}V_{29} + \varepsilon_6$$

$$F_7 = b_{20}V_{30} + b_{21}V_{31} + b_{22}V_{32} + \varepsilon_7$$

$$F_8 = b_{23}F_6 + b_{24}F_7 + \varepsilon_8$$

$$F_9 = b_{25}V_{33} + b_{26}V_{34} + b_{27}V_{35} + b_{28}V_{36} + b_{29}V_{37} + b_{30}V_{38} + \varepsilon_9$$

The measurement model portraying the indicator loadings on constructs used in the analysis is presented in Table 4.29.

Table 4.29. Confirmatory Factor Analysis Measurement Model

Variables and Factors	Indicator Loadings on Constructs								
	F ₁	F ₂	F ₃	F ₄	F ₅	F ₆	F ₇	F ₈	F ₉
V ₈			L ₅						
V ₉	L ₁								
V ₁₀	L ₂								
V ₁₁		L ₃							
V ₁₂		L ₄							
V ₁₃			L ₆						
V ₁₅				L ₉					
V ₁₆				L ₁₀					
V ₂₁					L ₁₁				
V ₂₂					L ₁₂				
V ₂₃					L ₁₃				
V ₂₄					L ₁₄				
V ₂₅					L ₁₅				
V ₂₆						L ₁₆			
V ₂₇						L ₁₇			
V ₂₈						L ₁₈			
V ₂₉						L ₁₉			
V ₃₀							L ₂₀		
V ₃₁							L ₂₁		
V ₃₂							L ₂₂		
V ₃₃									L ₂₅
V ₃₄									L ₂₆
V ₃₅									L ₂₇
V ₃₆									L ₂₈
V ₃₇									L ₂₉
V ₃₈									L ₃₀
F ₁			L ₇						
F ₂			L ₈						
F ₆								L ₂₃	
F ₇								L ₂₄	

As indicated in Table 4.29, the items (and Relational Selling Behavior, Relationship Quality factors) were allowed to load on the corresponding hypothesized factors only and the cross-loadings were set to zero.

In addition to the variables and the loadings proposed in Table 4.29, Table 4.30 presents the single-item manifest variables which are hypothesized to be the single indicators of the corresponding constructs.

Table 4.30. Single-Item Indicator Loadings on Constructs

Indicator Loadings on Constructs	
Variables	Constructs (Factors)
V ₁	Expertise (F ₁₀)
V ₂	Ethics (F ₁₁)
V ₃	Customer Orientation (F ₁₂)
V ₄	Selling Orientation (F ₁₃)
V ₅	Information Exchange (F ₁₄)
V ₆	Salesperson's Commitment (F ₁₅)
V ₇	Conflict Handling (F ₁₆)
V ₁₄	Relationship Proneness (F ₁₇)
V ₁₇	Customer's Commitment (F ₁₈)
V ₁₈	Frequency of the Relationship (F ₁₉)
V ₁₉	Relationship Longevity (F ₂₀)
V ₂₀	Medium of Interaction (F ₂₁)

The structural equations for the factors presented in Table 4.30 may be presented as follows:

$$F_{10} = b_{31}V_1 + \varepsilon_{10}$$

$$F_{11} = b_{32}V_2 + \varepsilon_{11}$$

$$F_{12} = b_{33}V_3 + \varepsilon_{12}$$

$$F_{13} = b_{34}V_4 + \varepsilon_{13}$$

$$F_{14} = b_{35}V_5 + \varepsilon_{14}$$

$$F_{15} = b_{36}V_6 + \varepsilon_{15}$$

$$F_{16} = b_{37}V_7 + \varepsilon_{16}$$

$$F_{17} = b_{38}V_{14} + \varepsilon_{17}$$

$$F_{18} = b_{39}V_{17} + \varepsilon_{18}$$

$$F_{19} = b_{40}V_{18} + \varepsilon_{19}$$

$$F_{20} = b_{41}V_{19} + \varepsilon_{20}$$

$$F_{21} = b_{42}V_{20} + \varepsilon_{21}$$

Following the finalization of the measurement model, the next step in confirmatory factor analysis is the determination of reliabilities of the indicators. The procedure is straightforward for the constructs having two or more indicators (please refer to Table 4.29 for the constructs having more than one indicator). For these constructs the reliability values are to be estimated empirically (Hair et al., 1998; Schumacker and Lomax, 1996), namely the researcher specifies the loadings on constructs including an error term for each and all of the indicator variables since none of the indicators are supposed to be measured without any error. Although regression models implicitly assume that there exists no measurement error, structural equation modeling enables the researchers to explicitly model error terms and thus the path coefficients hypothesized in structural equation models are unbiased with regards to the error terms. Following the analysis of structural and measurement models in structural equation modeling, the loading coefficients of the indicators on the factors serve also as the reliabilities of the indicators and the entire model.

However, the empirically estimation of reliabilities is impossible for single-indicator latent variables (please refer to Table 4.30 for the constructs having single indicators). Although the latent variables having single indicators are modeled exactly as multiple-indicator latent variables in a measurement model, the error term

either should be constrained to have a mean of 0 and a variance of 0 (assuming that it contains no measurement error) or the reliability reported in the source of the scale in the literature should be used.

As discussed in detail in the “Qualitative Study” section of the paper, the scales were subject to a thorough analysis by the academics, the bank authorities through which the surveys were collected, field experts, sample respondents and refined, adapted to Turkish culture accordingly. As a result of these discussions and in accordance with the literature (Hair et al., 1998; Anderson et al., 1998; Gefen et al., 2000) for the single-item constructs the reliabilities of the original scales were used. Namely the error terms of latent variables with single-item measures were constrained to be equal to one minus the reliability values of the source scales (please refer to Appendix E for the sources of the scales used in the research). Furthermore, in structural equation modeling, each unobserved latent variable should be assigned a metric, which serves as a measurement range. The basic idea behind this assignment was to standardize the indicators of the constructs in order to make the constructs being analyzed comparable. Under normal circumstances, this is performed by constraining one of the paths from the latent variable to one of its indicator variables (i.e. by assigning a value of 1.0 as the regression weight in the path). The basic idea behind this constraint is to enable the estimation of the remaining paths for the latent variable. As suggested by Hayduk (1987) and Hair et al. (1998), the researcher selects the indicator thought to be the best representative of the construct and then the loading and the error term is fixed for this indicator in order to allow other indicators to provide additional meaning for the construct. Table 4.31 presents the items selected by the researcher to be the best representatives of the constructs

measured by multiple indicators based on the findings obtained in the qualitative study.

Table 4.31. Best Representatives of Constructs Measured by Multiple-Indicators

Latent Variable	Best Representative Item Selected	
	Explanation	Variable Number
Agent Disclosure	Agent Provided Info About Financial Sit.	V9
Customer Disclosure	Customer Provided Info About Financial Sit.	V11
Relational Selling Behavior	Cooperative Intentions	V13
Involvement	Interest in Financial Services	V15
Service Quality	Tangibles	V21
Trust	Trust in Firm's Credibility	V26
Satisfaction	Satisfaction with the Personnel	V30
Relationship Marketing Effectiveness	Relationship Enhancement	V33

The final consideration in the conversion of path diagrams into structural and measurement models is the determination of the correlations among constructs. All the exogenous constructs are assumed to correlate with each other to represent a probable “shared” influence on the endogenous constructs and the correlations which make theoretical sense among endogenous constructs are included in the model as suggested in the literature (Hair et al., 1998; Sirdeshmukh et al., 2002). On the other hand, the unique factors (the error terms) are assumed to be uncorrelated with each other and with the common factors in the analysis.

Choosing the Input Matrix Type and Estimating the Proposed Model

Structural equation modeling, dealing with the pattern of the relationships among observations rather than the individual observations input either variance-covariance matrices or correlation matrices. Although the type of the input matrix may play a crucial role in the estimation of series of structural equations, for the purposes of confirmatory factor analysis either type of matrix can be used as the input, but the exploratory nature of the objective of the research suggests the use of correlations (Hair et al., 1998). Therefore correlations are used as the input matrix type in the confirmatory factor analysis. The correlation matrix for the constructs of the study is provided in Table 4.32.

Table 4.32. Correlation Matrix for Confirmatory Factor Analysis

	Expertise	Ethics	Customer Orientation	Selling Orientation	Information Exchange	Seller's Commitment	Conflict Handling	Relational Selling Behavior	Relationship Proneness	Involvement	Customer's Commitment	Frequency of the Relationship	Relationship Longevity	Medium of Interaction	Service Quality	Trust	Satisfaction	Relationship Marketing Effectiveness
Expertise	1.000	**	**	**	**	**	**	**	**		**		**		**	**	**	**
Ethics	0.463	1.000	**	**	**	**		**	**		**		**		**	**	**	**
Customer Orientation	0.608	0.248	1.000	**	**	**	*	**	***		**		**		**	**	**	*
Selling Orientation	0.347	0.202	0.548	1.000	*	**			**		*		**		**	*	**	
Information Exchange	0.504	0.259	0.254	0.098	1.000	**	**	**	**		**		**		**	**	**	**
Seller's Commitment	0.574	0.112	0.347	0.149	0.238	1.000	**	**	**		**	*	**		**	**	**	
Conflict Handling	0.186	0.073	0.098	-0.018	0.406	0.138	1.000	**	**			**			*	**	**	*
Relational Selling Behavior	0.204	0.155	0.239	0.073	0.240	0.130	0.120	1.000	**						*			
Relationship Proneness	0.633	0.242	0.439	0.197	0.311	0.381	0.169	0.142	1.000		**		**	*	**	**	**	
Involvement	-0.058	-0.008	-0.052	-0.022	-0.036	0.011	0.025	-0.032	-0.006	1.000								
Customer's Commitment	0.423	0.208	0.230	0.109	0.223	0.248	0.049	0.022	0.319	0.013	1.000		**		**	**	**	
Frequency of the Relationship	0.030	0.015	0.027	0.047	-0.024	0.096	-0.113	-0.057	-0.065	0.009	0.053	1.000	*					
Relationship Longevity	0.363	0.198	0.184	0.134	0.160	0.248	0.070	0.049	0.249	-0.038	0.193	0.083	1.000			**	*	**
Medium of Interaction	-0.051	0.026	-0.005	0.017	-0.009	0.018	0.064	0.007	-0.097	0.049	-0.062	0.005	-0.020	1.000				
Service Quality	0.353	0.153	0.262	0.139	0.172	0.172	0.078	0.090	0.198	0.010	0.131	0.003	0.077	0.007	1.000	**	**	
Trust	0.378	0.233	0.197	0.092	0.217	0.167	0.181	0.073	0.234	-0.027	0.203	0.062	0.130	-0.057	0.116	1.000	**	**
Satisfaction	0.316	0.214	0.180	0.117	0.179	0.152	0.159	0.046	0.208	-0.027	0.164	0.047	0.080	-0.066	0.113	0.802	1.000	**
Relationship Marketing Effectiveness	0.151	0.170	0.106	-0.030	0.134	0.010	0.108	0.067	-0.002	0.039	0.060	0.004	0.157	-0.009	0.062	0.312	0.244	1.000

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

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

Assessment of the Identification of the Structural Model

A structural equation model is called *just identified* or *saturated* when there are as many parameters to be estimated as there are elements in the correlation or covariance matrix. And a model would be *under-identified* if there are more parameters to be estimated than the number of parameters in the correlation or covariance matrix. Obtaining a unique solution to the under-identified models is mathematically impossible and the goodness of fit tests can not be generated for the model. The over-identification of a model may be determined according to the degrees of freedom, which is 555, for the model examined in the study. Degrees of freedom indicating the number of unconstrained elements in the data matrix may be calculated as follows (Hair et al., 1998):

$$\text{Degrees of freedom} = \frac{1}{2} [m (m + 1)] - t \text{ (Equation 4-4)}$$

In Equation 4.4, m denotes the number of total indicators and t denotes the number of estimated coefficients in the model proposed.

Plugging the values (m=38 and t=186) into Equation 4.4 provides 555 as the degrees of freedom. The term $\frac{1}{2} [m (m+1)]$ is also called as the number of distinct sample moments in AMOS terminology.

Identification of the model is relatively simpler in confirmatory factor analysis models and AMOS program provides efficient diagnostics for the determination of possible identification problems. Additionally since the model presented does not include any variables which are hypothesized to be indicators of two or more constructs (Hair et al., 1998), which is the most common reason leading

to under-identified models; the tested model being over-identified is in line with the theoretical background regarding structural equation modeling.

Evaluation of the Goodness-of-Fit Criteria

Prior to the evaluation of the goodness of fit of the model, the researcher should examine whether there exist any “offending estimates” which should be corrected. Following the examination of the results of the analysis, none of the symptoms (i.e. negative error variances, non-significant error variances, loadings exceeding or very close to 1.0, very large standard errors associated with the estimated coefficients) of “offending estimates” has been found. Table 4.33 provides the loadings on the constructs.

Table 4.33. Standardized Loading Estimates on Constructs

Variables and Factors	F ₁ (Agent Disclosure)	F ₂ (Customer Disclosure)	F ₃ (Relational Selling Behavior)	F ₄ (Involvement)	F ₅ (Service Quality)	F ₆ (Trust)	F ₇ (Satisfaction)	F ₈ (Relationship Quality)	F ₉ (Relationship Marketing Effectiveness)
V ₈			0.701*						
V ₉	0.781*								
V ₁₀	0.733*								
V ₁₁		0.682*							
V ₁₂		0.721*							
V ₁₃			0.541*						
V ₁₅				0.754*					
V ₁₆				0.703*					
V ₂₁					0.860*				
V ₂₂					0.731*				
V ₂₃					0.771*				
V ₂₄					0.812*				
V ₂₅					0.762*				
V ₂₆						0.721*			
V ₂₇						0.692*			
V ₂₈						0.712*			
V ₂₉						0.762*			
V ₃₀							0.743*		
V ₃₁							0.662*		
V ₃₂							0.611*		
V ₃₃									0.796*
V ₃₄									0.791*
V ₃₅									0.820*
V ₃₆									0.731*
V ₃₇									0.691*
V ₃₈									0.819*
F ₁			0.736*						
F ₂			0.731*						
F ₆								0.721*	
F ₇								0.860*	

The loadings reported are from the maximum likelihood procedure using AMOS 6.0.

* Loadings significant at the 0.01 level.

As presented in Table 4.33, all the loadings on the factors are large and significant at the 0.01 level. Furthermore, the composite reliabilities of each factor calculated by the formula (Werts et al., 1974) given in Equation 4.5 below:

$$\text{Composite Reliability} = \left[\left(\sum sl_i \right)^2 \right] \div \left[\left(\sum sl_i \right)^2 + \sum e_i \right] \quad (\text{Equation 4-5})$$

In Equation 4.5, sl_i denotes the standardized loading for the indicators of the construct and e_i denotes the error term for the indicators of the constructs. Plugging the corresponding values in Equation 4.5 yielded results exceeding 0.7 (Fornell and Lacker, 1981; Steenkamp and Van Trijp, 1991) for all of the factors in compliance with the Cronbach's alpha statistics provided in "Reliabilities of the Scales" section. Additionally for the testing of discriminant validity the "average variance extracted" for all factors is calculated by the formula provided in Equation 4.6 below:

$$\text{Variance Extracted} = \left[\sum sl_i^2 \right] \div \left[\left(\sum sl_i^2 \right) + \sum e_i \right] \quad (\text{Equation 4-6})$$

In Equation 4.6, sl_i denotes the standardized loading for the indicators of the construct and e_i denotes the error term for the indicators of the constructs. Plugging the corresponding values in Equation 4.6 revealed that the variance extracted is above 0.5 for all of the constructs indicating that the variance in the measurement of each factor is captured by the corresponding indicators and discriminant validity is satisfied. The composite reliabilities and the variance extracted values are provided in Table 4.34.

Table 4.34. Composite Reliabilities and Variance Extracted for the Factors

	Composite Reliability	Variance Extracted
F ₁ (Agent Disclosure)	0.8514	0.7415
F ₂ (Customer Disclosure)	0.8311	0.7112
F ₃ (Relational Selling Behavior)	0.7650	0.5620
F ₄ (Involvement)	0.8414	0.7265
F ₅ (Service Quality)	0.9011	0.6465
F ₆ (Trust)	0.8741	0.6348
F ₇ (Satisfaction)	0.8187	0.6024
F ₈ (Relationship Quality)	0.8251	0.7038
F ₉ (Relationship Marketing Effectiveness)	0.9153	0.6438

Testing for multicollinearity is assessed through the analysis of factor correlation matrix used in structural equation modeling (please see Table 4.32). All the coefficients in the correlation matrix is less than 0.8, hence it can be concluded that no violation of the non-multicollinearity is evident among factors (Anderson and Gerbing, 1988; Fang Peng et al., 2004). The testing of multicollinearity assures that the interpretation of the results in the path analysis could be conducted on a robust basis (Anderson and Gerbing, 1988).

As the examination of any possible “offending estimates” and the composite reliability, variance extracted statistics provides satisfactory results, the next step is the assessment of the overall fit.

The goodness-of-fit indicators in the confirmatory factor analysis are used to outline the degree to which the proposed indicators are capable of representing the hypothesized constructs. Although structural equation modeling provides many

indicators for the assessment of goodness-of-fit, for the purposes of confirmatory factor analysis, only relevant indicators will be discussed. Table 4.35 presents the goodness-of-fit indicators obtained in the analysis.

Table 4.35. Goodness-of-Fit Measures for Confirmatory Factor Analysis

Statistics	Value
Chi-Square (χ^2)	1033.556
Degrees of Freedom (d. f.)	555
Normed Chi-Square ($\chi^2/\text{d.f.}$)	1.862
AGFI	0.872
GFI	0.903
RMSR	0.038
RMSEA	0.039

The Chi-square statistics for the model is 1033.556 with 555 degrees of freedom, hence it may be concluded that these statistics provide support to claim that the differences between the predicted and actual matrices are non-significant and convergent validity is satisfied (Bagozzi and Yi, 1988; Lawley and Maxwell, 1971). Additionally, the overall goodness of fit supports uni-dimensionality (Steenkamp and Van Trijp, 1991; De Wulf et al., 2001). Although chi-square statistics may be used to assess whether the model is acceptable or not, it does not provide information regarding the degree of fit. GFI (goodness-of-fit) and RMSR (root mean square residuals) are the widely used fit indices in the literature (Bentler and Bonnet, 1980; Hansen, 1989). GFI examines how well the predicted values approximate actual values and is calculated to be 0.903 slightly above the generally accepted minimum level 0.9. On the other hand, RMSR deals with average variance unaccounted for by the model and is found to be 0.038 which is in the acceptable range (<0.05).

Furthermore, root mean square of approximation (RMSEA) value is 0.039 ($\leq .08$) and falls in the acceptable range (Marsh, Balla and Hau, 1996).

The normed Chi-square statistics, used as a parsimonious fit measure, falls in 1-2 range, providing additional support for the overall fit of the model (Rahim and Psenicka, 1996; Marsh and Hocevar, 1985). Another parsimonious fit measure used widely in the literature is AGFI (adjusted goodness-of-fit index), is found to be slightly lower (.872) than the required level 0.90, but since the variation is quite small, it is considered to be acceptable.

Interpretation and Modification of the Model

Since the confirmatory factor analysis results presented in this chapter provide adequate theoretical support for the model proposed, no modifications in the model are conducted. Namely, the proposed factor structure is supported and hence the researcher can proceed to the next step which will examine the estimation of the series of structural equations and hypotheses testing.

Estimation of Series of Structural Equations and Hypotheses Testing

As the measurement model is validated in the confirmatory factor analysis, the next step in structural equation modeling is the examination of the fitness of the structural model. In other words, this section includes the assessment of the structural model proposing the antecedents and consequences of relationship quality and the causal relationships between those variables as well. As performed in the confirmatory

factor analysis, this section also includes a seven-stage process presenting the discussion and the findings in each stage.

Development of the Theoretically Based Model

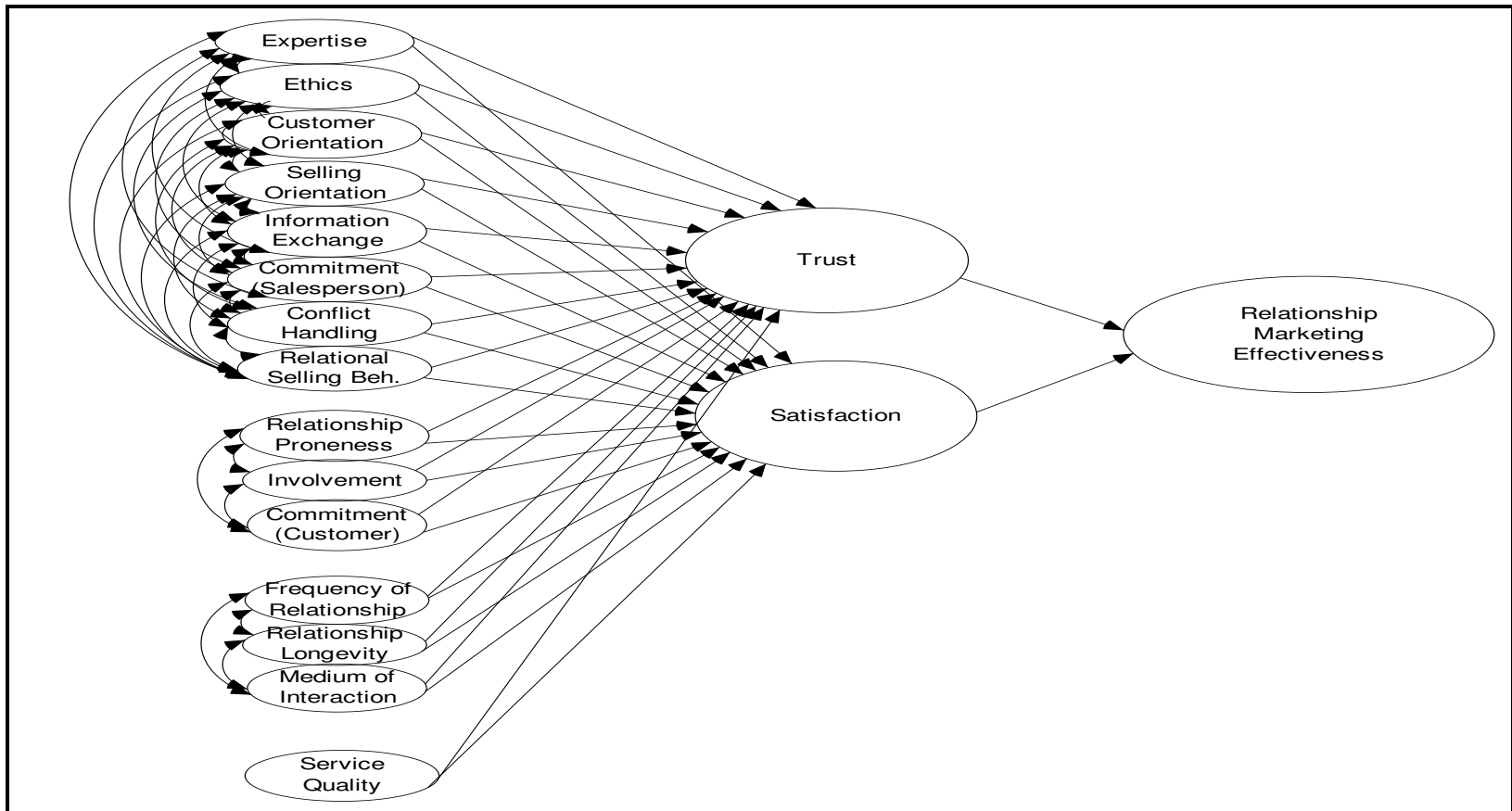
Although relationship marketing theory is proposed to be applicable to customers (Grönroos, 1994; Sheth and Parvatiyar, 1995a; Peterson, 1995; Bagozzi, 1995), the customer component is relatively ignored in most studies of relationship marketing (Morgan and Hunt, 1994). Additionally, the reasons and the results of establishing effective and strong relationships from a customer perspective also have received limited attention (Garbarino and Johnson, 1999). The aim of this research is the exploration and explanation of the relationship quality construct hypothesized to be the basic determinant of the efficient and long-term customer-service provider relationships. Relationship quality is hypothesized to be affected by four dimensions, namely salesperson's characteristics, customer's characteristics, relationship characteristics and service quality characteristics, which are proposed to serve as the antecedents of relationship quality, whereas relationship quality is proposed to include two dimensions and relationship marketing effectiveness hypothesized to be the consequence of relationship quality include a single dimension. The evaluation dimensions and the factors pertaining to each of the dimensions are presented in Table 4.36. Additionally relationship marketing effectiveness is hypothesized to be a consequence of relationship quality as detailed in the "Literature Review" section.

Table 4.36. Evaluative Dimensions and Corresponding Factors

Evaluative Dimension	Factors
Antecedents of Relationship Quality	
Seller's Characteristics	Expertise
	Ethics
	Customer Orientation
	Selling Orientation
	Information Exchange
	Commitment
	Conflict Handling
Customer's Characteristics	Relational Selling Behavior
	Relationship Proneness
	Involvement
	Commitment
Relationship Characteristics	Frequency of the Relationship
	Relationship Longevity
	Medium of Interaction
Service Quality Characteristics	Service Quality
Relationship Quality	
Relationship Quality	Trust
	Satisfaction
Consequences of Relationship Quality	
Relationship Marketing Effectiveness	Relationship Marketing Effectiveness

Construction of the Path Diagram of Causal Relationships

The path diagram obtained in accordance with the hypothesized causal relationships (please refer to “Research Hypotheses” section for the details) is depicted in Figure 4.2.



(Note: For convenience, paths are simplified)

Figure 4.2. Path diagram for structural equation modeling

As shown in Figure 4.2 all the factors of the evaluative dimensions of the antecedents of relationship quality are proposed to be inter-correlated, and additionally the evaluative dimensions constructing the antecedents of relationship quality (i.e. the seller's characteristics, customer's characteristics, relationship characteristics, service quality) are also hypothesized to be inter-correlated but those correlations are omitted in Figure 4.2 for convenience. The path diagram depicted in Figure 4.2 implicitly contains two sub-models. In the first the part, modeling the antecedents of relationship quality, the seller's characteristics, customer's characteristics, relationship characteristics and service quality act as the exogenous variables, each related to both of the dimensions of relationship quality (trust and satisfaction), whereas in the second part, modeling the consequences of relationship quality, the dimensions of relationship quality are hypothesized to be the predictors of relationship marketing effectiveness.

Conversion of the Path Diagram into a Set of Structural and Measurement Models

The path diagram is used to specify the structural equations and the proposed correlations between the exogenous constructs and between the structural equations. The structural model is composed of one structural equation for each endogenous construct. Table 4.37 and 4.38 show the coefficients to be estimated in the structural equations for the first part and second part of the model respectively:

Table 4.37. Coefficients to Be Estimated in Structural Equations (First Part of the Model)

Exogenous Variables	Endogenous Variables	
	Trust	Satisfaction
Expertise	b_1	B_{16}
Ethics	b_2	B_{17}
Customer Orientation	b_3	B_{18}
Selling Orientation	b_4	b_{19}
Information Exchange	b_5	b_{20}
Commitment (Salesperson)	b_6	b_{21}
Conflict Handling	b_7	b_{22}
Relational Selling Behavior	b_8	b_{23}
Relationship Proneness	b_9	b_{24}
Involvement	b_{10}	b_{25}
Commitment (Customer)	b_{11}	b_{26}
Frequency of Relationship	b_{12}	b_{27}
Relationship Longevity	b_{13}	b_{28}
Medium of Interaction	b_{14}	b_{29}
Service Quality	b_{15}	b_{30}
<i>Error Term</i>	e_1	e_2

Table 4.38. Coefficients to Be Estimated in Structural Equations (Second Part of the Model)

Exogenous Variables	Endogenous Variable
	Relationship Marketing Effectiveness
Trust	b_{31}
Satisfaction	b_{32}
<i>Error Term</i>	e_3

As the structural model is specified, the next step is the specification of the measurement model. The measurement model aims to represent the equations between the indicators and the constructs. The details of the correspondence between the indicators and the constructs were presented in Table 4.29 in the confirmatory factor analysis section. The only difference of the measurement model in the

estimation of series of structural equations and hypotheses testing is the removal of the “Relationship Quality” construct, as the hypotheses proposed are based on the dimensions (i.e. Trust and Satisfaction) of the “Relationship Quality” construct rather than the construct itself. On the other hand, it should be noted that for twelve exogenous constructs (Expertise, Ethics, Customer Orientation, Selling Orientation, Information Exchange, Salesperson’s Commitment, Conflict Handling, Relationship Proneness, Customer’s Commitment, Frequency of Relationship, Relationship Longevity and Medium of Interaction) in the model, there exists only one indicator. Hence, as discussed in the “Confirmatory Factor Analysis” section and in accordance with the literature, for those indicators the original scales’, from which the single-item scales were adapted, reliabilities will be specified.

The final step in the specification of the structural and measurement models is the consideration regarding the correlations among constructs and indicators. Tables 4.39, 4.40 and 4.41 display the hypothesized correlations among exogenous constructs for salesperson’s characteristics, customer’s characteristics and relationship characteristics, respectively.

Table 4.39. Hypothesized Correlations among Constructs for Salesperson's Characteristics (Φ)

	Expertise	Ethics	Customer Orientation	Selling Orientation	Information Exchange	Commitment (Salesperson)	Conflict Handling	Relational Selling Behavior
Expertise	-							
Ethics	Φ_1	-						
Customer Orientation	Φ_2	Φ_8	-					
Selling Orientation	Φ_3	Φ_9	Φ_{14}	-				
Information Exchange	Φ_4	Φ_{10}	Φ_{15}	Φ_{19}	-			
Commitment (Salesperson)	Φ_5	Φ_{11}	Φ_{16}	Φ_{20}	Φ_{23}	-		
Conflict Handling	Φ_6	Φ_{12}	Φ_{17}	Φ_{21}	Φ_{24}	Φ_{26}	-	
Relational Selling Behavior	Φ_7	Φ_{13}	Φ_{18}	Φ_{22}	Φ_{25}	Φ_{27}	Φ_{28}	-

Table 4.40. Hypothesized Correlations among Constructs for Customer's Characteristics (Φ)

	Relationship Proneness	Involvement	Commitment (Customer)
Relationship Proneness	-		
Involvement	Φ_{29}	-	
Commitment (Customer)	Φ_{30}	Φ_{31}	-

Table 4.41. Hypothesized Correlations among Constructs for Relationship Characteristics (Φ)

	Frequency of Relationship	Relationship Longevity	Medium of Interaction
Frequency of Relationship	-		
Relationship Longevity	Φ_{32}	-	
Medium of Interaction	Φ_{33}	Φ_{34}	-

It should be noted that the evaluative dimensions constructing the antecedents of relationship quality (i.e. the seller's characteristics, customer's characteristics, relationship characteristics, service quality) are also hypothesized to be inter-correlated but those correlations are not included in Tables 4.39, 4.40 and 4.41 for convenience.

Following the discussion regarding the correlations between exogenous constructs, Table 4.42 presents the correlations among endogenous constructs.

Table 4.42. Hypothesized Correlations among Endogenous Constructs (ψ)

	Trust	Satisfaction
Trust	-	
Satisfaction	Ψ_1	-

Choosing the Input Matrix Type and Estimating the Proposed Model

One of the basic ideas behind structural equation modeling is that it deals with the pattern of the relationships among respondents rather than the examination of individual observations. Additionally structural equation modeling originally was designed to use variance-covariance matrix of the variables as the input and also is known as the analysis of variance structures (Arbuckle, 2005). However, the software packages available today support both variance-covariance and correlation matrix as input. The AMOS 6.0 software package, by default, outputs the estimates of covariances rather than correlations. According to Arbuckle (2005), if the scale of measurement is not of concern, correlations are more meaningful than covariances and despite this fact; AMOS is designed to estimate covariances by default. On the other hand, AMOS still enables the users to obtain the correlation estimates once the variances and covariances are estimated. On the other hand, it should be noted that during the interpretation of the covariances, the coefficients calculated should be evaluated in terms of the scale of the measurement, whereas the correlation matrix is “standardized” in the sense that it is obtained by dividing the variances or covariances by the product of the standard deviations. Additionally, to ease the interpretation of the results and to minimize the effect of any specification error, the researcher will focus on the patterns of the relationships and use correlation matrix as the input matrix type. It should be noted that both of the matrix types are considered to be appropriate when dealing with the causal relationships (Hair et al., 1998).

Assessment of the Identification of the Structural Model

The AMOS software performs a thorough examination for the identification of the model and outputs any problems encountered regarding the problems of identification and even suggests the number of possible additional constraints to be set in case a model is unidentified. For the model proposed in the research, no identification problems were encountered during the analysis.

Testing for Measurement and Structural Invariance across Data Collection Channels

As the data for the research have been obtained through two different sources, namely branch and Internet, it is imperative to determine whether the same structural equation model is applicable across two different groups formed by the different data collection channels. Therefore, prior to proceeding to the evaluation of the goodness-of-fit criteria and hypothesis testing, this section presents an assessment of the testing of the measurement and structural invariance across groups, so called “multi-group modeling” in structural equation modeling terminology.

The general procedure for testing the measurement and structural invariance includes the testing of the unconstrained model for all the groups simultaneously first and then testing the modified model in which certain parameters (i.e. factor loadings, structural variances and covariances etc.) are constrained to be equal between the groups (Byrne, 2004; Arbuckle, 2005). If the chi-square difference test does not show a significant difference between the original and the constrained models, then it

can be concluded that the constrained parameters of the model have invariance across groups.

The basic aim of the multi-group analysis is the examination of the extent to which the branch and Internet groups differ. The first step in the analysis is the investigation of whether the measurement and structural path diagrams are the same for both of the groups. In order to assess whether the groups have the same measurement and structural path diagrams, the measurement model and structural model are run simultaneously for both of the groups without constraining any of the parameters. The results of the analysis are provided in Table 4.43.

Table 4.43. The Examination of Measurement and Structural Path Diagrams for Internet and Branch Groups

<i>Measurement Model</i>	
Number of distinct sample moments	1482
Number of distinct parameters to be estimated	372
Degrees of Freedom (d. f.)	1110
Chi-Square (χ^2)	1198.121
<i>Structural Model</i>	
Number of distinct sample moments	1482
Number of distinct parameters to be estimated	436
Degrees of Freedom (d. f.)	1046
Chi-Square (χ^2)	1123.011

As provided in Table 4.43, the number of distinct sample moments and the number of distinct parameters to be estimated are doubled when compared to the original model. The reason underlying this outcome is the testing of the measurement and structural models with two groups as opposed to single groups used in the prior analysis. The chi-square statistics are significant at the 0.05 level indicating that the measurement model and the structural models are acceptable, namely the

measurement and structural path diagrams can be considered to be the same across the Internet and branch groups.

Having concluded that the measurement and structural path diagrams are the same for both of the groups, the next step is the comparison of the constrained models where certain parameters are constrained to be equal between the groups, with the unconstrained model.

Table 4.44. Comparison of Constrained Models with the Unconstrained Model

<i>Measurement Model (Parameters Constrained to be Equal Across Groups)</i>	Chi-Square Difference	Degrees of Freedom Difference	Significance
Measurement Weights (Factor Loadings)	35.91	38	Not Significant
Measurement Residuals (Error Terms)	37.88	38	Not Significant
<i>Structural Model (Parameters Constrained to be Equal Across Groups)</i>			
Structural Weights (Path Coefficients)	31.01	32	Not Significant
Structural Covariances	106.41	106	Not Significant

The results of the analysis presented in Table 4.44 reveal that the chi-square differences between the unconstrained model and the constrained models are not significant at any conventional level indicating that the baseline and the constrained models show measurement and structural invariance across branch and Internet groups. Hence there exists statistical evidence to support that the hypothesized model is cross-validated and applies to both of the groups used in the research.

Evaluation of the Goodness-of-Fit Criteria and Hypotheses Testing

Prior to the examination of the overall model fit, structural equation coefficients were assessed for the investigation of theoretically inconsistent estimates (so-called “offending estimates”). Examination of Table 4.45 and Table 4.46 (in addition to Tables 4.32 and 4.33 presented in “Confirmatory Factor Analysis” section) show that the results do not include negative error variances, standardized coefficients exceeding or very close to 1.0, or very large standard errors.

Table 4.45. Standardized Coefficients of Structural Equations (First Part of the Model)

Exogenous Variables	Endogenous Variables									
	Trust					Satisfaction				
	Est.	Std. Error	t	Sig. (p<)	Std. Path Coef.	Est.	Std. Error	t	Sig. (p<)	Std. Path Coef.
Expertise	0.211	0.062	3.407	0.01	0.182	0.276	0.068	4.059	0.01	0.221
Ethics	0.122	0.043	2.823	0.01	0.103	0.155	0.047	3.268	0.01	0.133
Customer Orientation	0.145	0.046	3.126	0.01	0.123	0.101	0.051	1.984	0.05	0.082
Selling Orientation	0.105	0.045	2.327	0.05	0.094	0.085	0.050	1.724	Not Sig.	0.071
Information Exchange	0.142	0.047	3.025	0.01	0.121	0.171	0.052	3.318	0.01	0.144
Commitment (Salesperson)	0.098	0.048	2.032	0.05	0.079	0.060	0.053	1.125	Not Sig.	0.058
Conflict Handling	0.100	0.046	2.174	0.05	0.092	0.143	0.050	2.833	0.01	0.119
Relational Selling Behavior	0.027	0.086	0.315	Not Sig.	0.025	0.018	0.094	0.191	Not Sig.	0.012
Relationship Proneness	0.143	0.048	2.966	0.01	0.114	0.104	0.053	1.965	0.05	0.093
Involvement	-0.010	0.024	-0.415	Not Sig.	-0.010	-0.011	0.026	-0.400	Not Sig.	-0.011
Commitment (Customer)	0.105	0.027	3.877	0.01	0.089	0.098	0.030	3.296	0.01	0.077
Frequency of Relationship	0.023	0.066	0.351	Not Sig.	0.023	0.018	0.072	0.256	Not Sig.	0.009
Relationship Longevity	0.058	0.025	2.293	0.05	0.052	0.076	0.028	2.737	0.01	0.071
Medium of Interaction	-0.021	0.017	-1.263	Not Sig.	-0.019	-0.026	0.018	-1.417	Not Sig.	-0.023
Service Quality	0.111	0.042	2.643	0.01	0.101	0.151	0.046	3.276	0.01	0.126
Structural Equation Fit (R^2)	0.474					0.453				

Table 4.46. Standardized Coefficients of Structural Equations (Second Part of the Model)

Exogenous Variables	Endogenous Variables				
	Relationship Marketing Effectiveness				
	Estimate	Std. Error	t	Sig.	Std. Path Coefficient
Trust	0.325	0.062	5.247	p<0.01	0.252
Satisfaction	0.203	0.043	4.698	p<0.01	0.149
<i>Structural Equation Fit (R²)</i>	0.548				

The R² square values for the first part of the model are 0,474 and 0,453 for trust and satisfaction respectively indicating that 47.4% of the variance in trust and 45.3% of the variance in satisfaction is predictable by the corresponding variables proposed. Moreover, the R² value for the second part of the second model is found to be 0,548, meaning that trust and satisfaction constructs are capable of explaining 54.8% of the variance in relationship marketing effectiveness. All of the R² values mentioned are significant at 0.01 the level.

The standardized coefficients in Table 4.45 and Table 4.46 show the expected increase in the dependent variables when the corresponding independent variables increase by one standard deviation. Namely, as indicated in Table 4.45, when “Expertise” goes up by one standard deviation, “Trust” is expected to increase by 0.18 standard deviation. Therefore, standardized path coefficient (so called “standardized regression weight” in AMOS) values may be used as an indicator for the relative importance of each variable in the proposed model. The standardized path coefficients indicate that the independent variables better predicting the dependent variable “trust”, in terms of significances, are:

1. Expertise,
2. Customer Orientation,
3. Information Exchange,
4. Relationship Proneness,
5. Ethics,
6. Service Quality,
7. Selling Orientation,
8. Conflict Handling
9. Commitment (Customer),
10. Commitment (Salesperson) and
11. Relationship Longevity.

On the other hand, the order of independent variables for predicting “satisfaction” based on significance statistics are as follows:

1. Expertise,
2. Information Exchange,
3. Ethics,
4. Service Quality,
5. Conflict Handling,
6. Relationship Proneness,
7. Customer Orientation,
8. Commitment (Customer) and
9. Relationship Longevity.

The number of independent variables that have a significant effect in explaining the “trust” construct is eleven, whereas this number decreases to nine in

the explanation of “satisfaction” construct. All of the nine variables which possess significant effects in explaining “satisfaction” construct also show significant effects in explaining the “trust” construct. The independent variables “Selling Orientation” and “Salesperson’s Commitment” are the two only independent variables which have significance in predicting “trust,” but are insignificant in explaining “satisfaction.”

Both of the constructs (“trust” and “satisfaction”) proposed to be the predictors of “Relationship Marketing Effectiveness” construct had significant effects at 0.01 the level as indicated in Table 4.46. However, the capability of “trust” (standardized path coefficient: 0.250) is higher when compared to “satisfaction” (standardized path coefficient: 0.148) in the prediction of “Relationship Marketing Effectiveness” construct.

Having assessed the “offending estimates” and the standardized coefficients of the structural equation, the next step is the evaluation of the overall fit of the model. The analysis of the model has been conducted for three datasets in order to examine whether the sample size has an effect on the goodness-of-fit measures. The first data set (Group 1) contained the data obtained from the Internet, the second one (Group 2) included the data from the branches, and third set (All) included all the observations. The fit statistics for all datasets are presented in Table 4.47.

Table 4.47. Goodness of Fit Measures for Structural Equation Modeling

Statistics	Value (for Group1)	Value (for Group2)	Value (All)
N (number of cases)	90	356	446
Chi-Square (χ^2)	1616.2	1490.391	1027.4
Degrees of Freedom (d. f.)	523	523	523
Normed Chi-Square ($\chi^2/d.f$)	3.090	2.850	1.964
GFI	0.868	0.905	0.911
AGFI	0.832	0.872	0.874
RMSR	0.047	0.039	0.036
RMSEA	0.052	0.048	0.044
CFI	0.891	0.921	0.927

The chi-square values for all datasets are significant (Bollen 1989; De Wulf et al., 2001; Joreskog and Sörbom, 1984). The normed chi-square values range from 1.964 to 3.090, which is considered to be in the acceptable range of two to five proposed in the literature (Marsh and Hovecar; 1985). Moreover, the statistics for GFI (>0.9), AGFI (>0.9), RMSR (<0.06), RMSEA (<0.06) and CFI (>0.95) are acceptably close or better than the threshold values suggested by Hu and Bentler (1995) and Bentler and Bonnet (1980). Additionally, it should be noted that the comparison of the goodness of fit statistics for Group 2 are better than those of Group 1. Accordingly, in the literature the statistics are reported to improve as the sample size increases, supporting this finding (Doney and Cannon, 1997).

As the statistics provide support for the goodness-of-fit of the model, the next step is the assessment of the structural model and hypotheses testing. The results of the hypotheses testing are presented in Table 4.48.

Table 4.48. Results of Hypotheses Testing

Hypotheses.	Proposed Path	Expected Relationship	Std. Path Coefficient	Significance.
H1a	Expertise->Trust	Positive	0.182	p<0.01
H1b	Expertise->Satisfaction	Positive	0.221	p<0.01
H2a	Ethics->Trust	Positive	0.103	p<0.01
H2b	Ethics->Satisfaction	Positive	0.133	p<0.01
H3a	Customer Orientation->Trust	Positive	0.123	p<0.01
H3b	Customer Orientation->Satisfaction	Positive	0.082	p<0.05
H4a	Selling Orientation->Trust	Positive*	0.094	p<0.05
H4b	Selling Orientation->Satisfaction	Positive*	0.071	Not Sig.
H5a	Inf. Exchange->Trust	Positive	0.121	p<0.01
H5b	Inf. Exchange->Satisfaction	Positive	0.144	p<0.01
H6a	Seller's Commitment->Trust	Positive	0.079	p<0.05
H6b	Seller's Commitment->Satisfaction	Positive	0.058	Not Sig.
H7a	Conflict Handling->Trust	Positive	0.092	p<0.05
H7b	Conflict Handling->Satisfaction	Positive	0.119	p<0.01
H8a	Relational Selling Behavior->Trust	Positive	0.025	Not Sig.
H8b	Relational Selling Behavior->Satisfaction	Positive	0.012	Not Sig.
H9a	Relationship Proneness->Trust	Positive	0.114	p<0.01
H9b	Relationship Proneness->Satisfaction	Positive	0.093	p<0.05
H10a	Involvement->Trust	Positive	-0.01	Not Sig.
H10b	Involvement->Satisfaction	Positive	-0.011	Not Sig.
H11a	Customer's Commitment->Trust	Positive	0.089	p<0.01
H11b	Customer's Commitment->Satisfaction	Positive	0.077	p<0.01

H12a	Relationship Frequency->Trust	Positive	0.023	Not Sig.
H12b	Relationship Frequency- >Satisfaction	Positive	0.009	Not Sig.
H13a	Relationship Longevity->Trust	Positive	0.052	p<0.05
H13b	Relationship Longevity- >Satisfaction	Positive	0.071	p<0.01
H14a	Level of Human Interaction->Trust	Positive	-0.019	Not Sig.
H14b	Level of Human Interaction- >Satisfaction	Positive	-0.023	Not Sig.
H15a	Service Quality->Trust	Positive	0.101	p<0.01
H15b	Service Quality- >Satisfaction	Positive	0.126	p<0.01
H16a	Trust->Relationship Marketing Effectiveness	Positive	0.252	p<0.01
H16b	Satisfaction- >Relationship Marketing Effectiveness	Positive	0.149	p<0.01

* Although the original relationship proposed was “negative,” the negative wording of the corresponding items for the “Selling Orientation” construct was modified during qualitative analysis studies, the final form of the hypothesized relationship turned out to be “positive.”

The results of the hypotheses testing show that the hypotheses H1a, H1b, H2a, H2b, H3a, H5a, H5b, H7b, H9a, H11a, H11b, H13b, H15a, H15b, H16a and H16b are supported at the 0.01 level of significance, whereas the hypotheses H3b, H4a, H6a, H7a, H9b and H13a are supported at the 0.05 level of significance. On the other hand, the hypotheses H4b, H6b, H8a, H8b, H10a, H10b, H12a, H12b, H14a and H14b are not supported.

Interpretation and Modification of the Model

The final step in the estimation of series of structural equations is the interpretation of the model and examination of the results for any potential model modifications.

Both the results of the confirmatory factor analysis and estimation of the series of structural equations suggest that the model proposed has significant predictive capability. All of the indicator loadings on the proposed constructs are significant in the measurement model and 22 of the hypothesized relationships are supported (16 relationships are significant at the 0.01 level and 6 relationships are significant at the 0.05 level), whereas 10 of the relationships proposed are found to be insignificant. Additionally, the goodness-of-fit statistics for the measurement model and the structural model are in the acceptable range.

The analysis of normalized residuals is the most widely used diagnostic for any possible model re-specification suggested by the results of the structural equation modeling (Hair et al., 1998; Anderson and Gerbing, 1988). Table 4.49, Table 4.50 and Table 4.51 (since the number of variables is huge, three tables were used) present the normalized residuals obtained in the estimation of the model by the AMOS software package.

Table 4.49. Normalized Residuals for Structural Equation Modeling (V1-V13)

	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13
V1	0.00												
V2	0.00	0.00											
V3	0.00	0.00	0.00										
V4	0.00	0.00	0.00	0.00									
V5	0.00	0.00	0.00	0.00	0.00								
V6	0.00	0.00	0.00	0.00	0.00	0.00							
V7	0.00	0.00	0.00	0.00	0.00	0.00	0.00						
V8	2.45	2.16	0.86	0.15	2.21	0.23	1.97	0.00					
V9	-2.16	-0.44	-2.17	-1.11	0.67	-1.00	0.22	0.32	0.00				
V10	-1.52	-0.78	-2.57	-0.28	-1.84	-1.00	-1.04	-0.29	-0.11	0.00			
V11	1.25	-1.30	1.17	-2.47	-2.21	-1.76	-0.66	1.20	<u>5.22</u>	0.54	0.00		
V12	-1.03	-0.66	-1.30	-1.55	-2.11	0.19	0.11	0.77	0.57	-2.28	-0.39	0.00	
V13	2.13	1.25	2.11	-0.64	-0.88	0.08	0.93	-1.25	0.36	-0.43	0.33	-2.12	0.00
V14	1.60	2.11	1.16	<u>4.16</u>	1.17	<u>8.04</u>	1.12	0.31	0.85	1.56	-0.29	-0.31	<u>4.03</u>
V15	-1.19	-0.16	-0.80	-0.06	-1.32	0.34	-0.25	-1.67	<u>-4.07</u>	<u>-4.23</u>	<u>-3.89</u>	1.15	0.00
V16	-0.93	-0.13	-1.03	<u>5.99</u>	-0.34	<u>3.95</u>	-0.66	-0.98	-0.50	0.26	0.22	0.31	-1.37
V17	1.38	-0.37	2.01	2.30	2.10	<u>5.23</u>	1.03	0.33	-0.75	-0.16	-0.67	0.12	2.04
V18	0.64	0.31	0.56	1.00	-0.50	2.03	-2.38	-1.89	-2.12	-0.49	-0.58	-0.21	0.95
V19	-1.11	1.10	0.30	<u>2.82</u>	0.12	<u>5.24</u>	1.47	1.46	-0.46	0.38	-1.02	0.12	2.15
V20	-1.07	0.56	-0.11	0.36	-0.19	0.38	1.35	-0.36	0.69	0.17	1.12	-0.07	-0.64
V21	2.48	2.10	1.20	<u>5.08</u>	2.10	<u>4.15</u>	2.45	1.49	0.54	-1.38	0.19	1.21	2.10
V22	1.14	1.19	-1.02	0.99	1.10	1.78	2.02	1.07	0.00	-1.33	-2.01	-0.09	1.56
V23	2.12	1.37	1.57	0.95	2.54	0.76	0.19	2.39	0.54	0.50	-0.77	0.02	0.43
V24	0.77	1.81	2.10	1.29	0.79	<u>2.58</u>	-0.08	-0.30	-1.76	-0.01	-1.29	-0.39	1.13
V25	1.86	2.07	1.14	1.30	1.45	2.05	0.75	1.14	1.10	0.23	-0.41	0.39	0.11
V26	0.54	2.36	1.55	0.32	1.98	1.32	0.93	0.71	-0.82	-0.07	-1.53	0.09	1.02
V27	-1.93	-1.41	0.38	0.04	-0.78	-1.79	-0.60	0.95	1.46	0.44	0.83	1.78	1.51
V28	-1.64	-1.16	-1.94	-0.83	-1.15	-0.37	-1.72	1.02	-0.54	0.40	-1.27	-1.18	1.13
V29	-2.02	<u>-2.60</u>	-1.53	-1.23	-1.40	-0.01	-0.48	-1.70	-2.55	-0.67	-0.66	-1.11	<u>2.87</u>

V30	-0.77	0.71	0.87	1.39	-0.93	-0.30	-0.16	0.56	0.96	-0.56	-0.48	0.74	1.57
V31	-0.12	-0.55	-0.18	0.27	0.25	1.37	0.11	-0.23	-0.86	-0.10	-1.51	-0.13	1.25
V32	0.73	-0.09	0.24	0.35	0.33	-0.36	0.20	-0.42	-0.49	-0.32	-2.01	-1.12	0.94
V33	0.65	0.60	-0.25	-0.49	0.93	0.13	0.55	0.67	-0.03	-0.56	-2.19	-0.33	<u>2.59</u>
V34	-1.19	-1.22	-2.03	0.10	-1.90	-2.20	-2.20	0.33	0.43	0.10	-1.15	-0.99	-0.33
V35	-1.09	0.71	-0.29	1.53	-0.42	-0.80	-0.11	0.73	-0.29	-0.26	-1.37	-0.22	0.58
V36	-1.12	-0.83	-0.89	-1.22	-0.65	-0.62	0.49	0.94	-0.46	-0.85	-1.74	-0.57	1.46
V37	-0.84	0.34	-0.45	-0.97	-1.27	-0.19	-1.45	-1.66	-0.47	0.66	-0.85	0.71	1.05
V38	-0.88	-1.26	-0.75	-0.34	-0.60	0.62	0.21	0.05	0.34	-0.50	-0.94	-0.40	2.08

Table 4.50. Normalized Residuals for Structural Equation Modeling (V14-V26)

	V14	V15	V16	V17	V18	V19	V20	V21	V22	V23	V24	V25	V26
V14	0.00												
V15	0.01	0.00											
V16	-0.01	0.00	0.00										
V17	0.00	-0.08	0.19	0.00									
V18	-1.38	-0.31	0.50	1.11	0.00								
V19	1.11	-0.60	-0.72	1.05	0.00	0.00							
V20	-2.05	<u>-2.60</u>	<u>-3.54</u>	-1.31	0.00	0.00	0.00						
V21	2.10	-1.05	0.27	1.12	1.10	1.65	0.39	0.00					
V22	1.45	-0.48	0.80	0.61	0.04	0.33	-0.09	<u>2.68</u>	0.00				
V23	1.16	-1.42	-0.29	0.61	0.51	0.26	-0.72	0.89	-2.54	0.00			
V24	2.26	0.51	0.37	2.51	-0.15	1.37	0.15	1.62	<u>-2.84</u>	-2.45	0.00		
V25	0.30	-0.10	1.38	1.89	-0.97	1.37	0.73	0.15	1.31	-1.54	-0.39	0.00	
V26	-0.20	-0.53	0.77	2.10	-0.90	<u>4.31</u>	-0.95	1.11	1.81	1.04	1.69	0.31	0.00
V27	1.14	-1.42	0.43	-1.21	1.26	0.26	0.57	1.82	0.86	1.49	-0.62	1.70	-0.21
V28	2.11	-0.32	-1.04	1.09	0.58	<u>2.63</u>	-0.24	1.98	0.99	1.89	1.40	0.84	-0.69
V29	0.20	0.36	0.14	1.12	-0.80	0.79	0.79	-0.63	-1.18	0.19	0.26	-0.55	-0.12
V30	1.59	-1.01	-0.73	1.44	-0.97	1.23	1.26	1.98	1.49	1.80	1.42	1.82	0.81
V31	0.26	0.70	1.13	<u>2.70</u>	1.14	1.27	-1.80	1.85	1.17	0.04	2.10	-1.16	1.94
V32	0.88	-1.03	-0.98	0.92	0.04	0.76	-0.39	0.96	1.46	2.43	-0.75	-0.40	2.40
V33	1.24	-0.11	0.17	<u>2.87</u>	-0.75	1.13	0.02	1.15	1.76	1.10	1.27	0.96	1.12
V34	1.73	-1.57	-0.46	0.89	0.34	-0.43	0.75	-1.01	0.01	1.73	0.15	0.38	0.80
V35	1.61	1.11	0.30	0.05	0.33	0.39	0.78	0.46	-0.24	-0.69	-0.54	1.25	-0.99
V36	1.12	-0.97	-1.58	1.78	-0.82	0.32	0.50	1.33	1.45	-1.31	0.95	1.39	0.07
V37	1.03	0.80	1.02	2.30	0.36	0.57	0.06	-0.77	0.59	0.06	0.34	-0.41	-0.14
V38	0.43	-0.53	0.01	1.84	0.90	0.94	-0.98	0.38	0.17	-0.16	0.53	-0.06	-1.24

Table 4.51. Normalized Residuals for Structural Equation Modeling (V27-V38)

	V27	V28	V29	V30	V31	V32	V33	V34	V35	V36	V37	V38
V27	0.00											
V28	<u>-3.48</u>	0.00										
V29	<u>-3.25</u>	-2.12	0.00									
V30	<u>-3.01</u>	<u>-3.23</u>	-1.65	0.00								
V31	-2.34	-0.91	-2.44	-1.22	0.00							
V32	-1.78	-1.90	-0.37	-1.02	-0.40	0.00						
V33	-0.26	-1.01	-1.14	0.13	1.98	1.89	0.00					
V34	-2.17	-1.09	-2.27	-0.96	-0.42	-0.45	2.42	0.00				
V35	-2.54	-1.52	-1.93	-1.03	-0.37	-0.31	0.05	-2.19	0.00			
V36	<u>-2.68</u>	-2.12	-1.36	0.49	-0.78	-0.29	0.90	1.11	-2.49	0.00		
V37	-1.53	-1.74	-1.76	<u>-2.86</u>	-0.37	-0.65	-0.45	-1.16	-1.14	-2.12	0.00	
V38	-1.99	-1.91	-1.50	-1.45	-1.86	-1.27	0.64	-2.12	-1.18	-0.78	-2.48	0.00

There are 31 residuals exceeding the critical value of ± 2.58 which is less than 37 (5% of 741, the total number of residual covariances), and hence it is in the acceptable range (Hair et al., 1998; Anderson and Gerbing, 1988). Therefore, it can be concluded that the analysis of the normalized residuals does not suggest re-specification of the model. The residuals exceeding the critical value of ± 2.58 are underlined in Tables 4.49, 4.50 and 4.51.

Although, the statistics obtained in the evaluation of measurement and structural models are in the acceptable range and the analysis of the normalized residuals do not imply the re-specification of the model, the general consensus among the researchers dictates the comparison of the model proposed with rival models and not just test the performance of the hypothesized model (Bagozzi and Yi, 1998).

In the first competing model relationship marketing effectiveness is hypothesized to be the immediate consequence of the antecedents of relationship quality rather than being the consequence of the dimensions of relationship quality as proposed in the original model. In other words, although the original model is parsimonious in the sense that it does not allow any direct paths from any of the independent variables to relationship marketing effectiveness, the first competing model is rather non-parsimonious letting the independent variables have a direct effect on relationship marketing effectiveness. As the perception of the customer regarding the relationship has been suggested to be of vital importance in the literature (Barnes, 1997) and some authors have suggested direct relationships between the relationship marketing efforts and the relationship marketing effectiveness (Bagozzi, 1995; Ganesan, 1994; De Wulf et al., 2001), the first

competing model will assess whether relationship marketing effectiveness may be hypothesized to be affected directly by the seller's relationship characteristics, consumer's characteristics, relationship characteristics and service quality. The path diagram for the first competing model is presented in Figure 4.3. In the second model, all the paths that are insignificant in the analysis of the structural model were removed from the model. Namely, the proposed relationships between relational selling behavior, involvement, relationship frequency, level of human interaction (or medium of interaction), and trust were removed from the model. Additionally, in the second competing model satisfaction is no longer hypothesized to be affected by selling orientation, seller's commitment, relational selling behavior, involvement, relationship frequency and level of human interaction. Since, relational selling behavior, involvement, relationship frequency and level of human interaction all had insignificant effects on trust and satisfaction; they no longer exist in the second competing model. Figure 4.4 shows the path diagram for the second competing model.

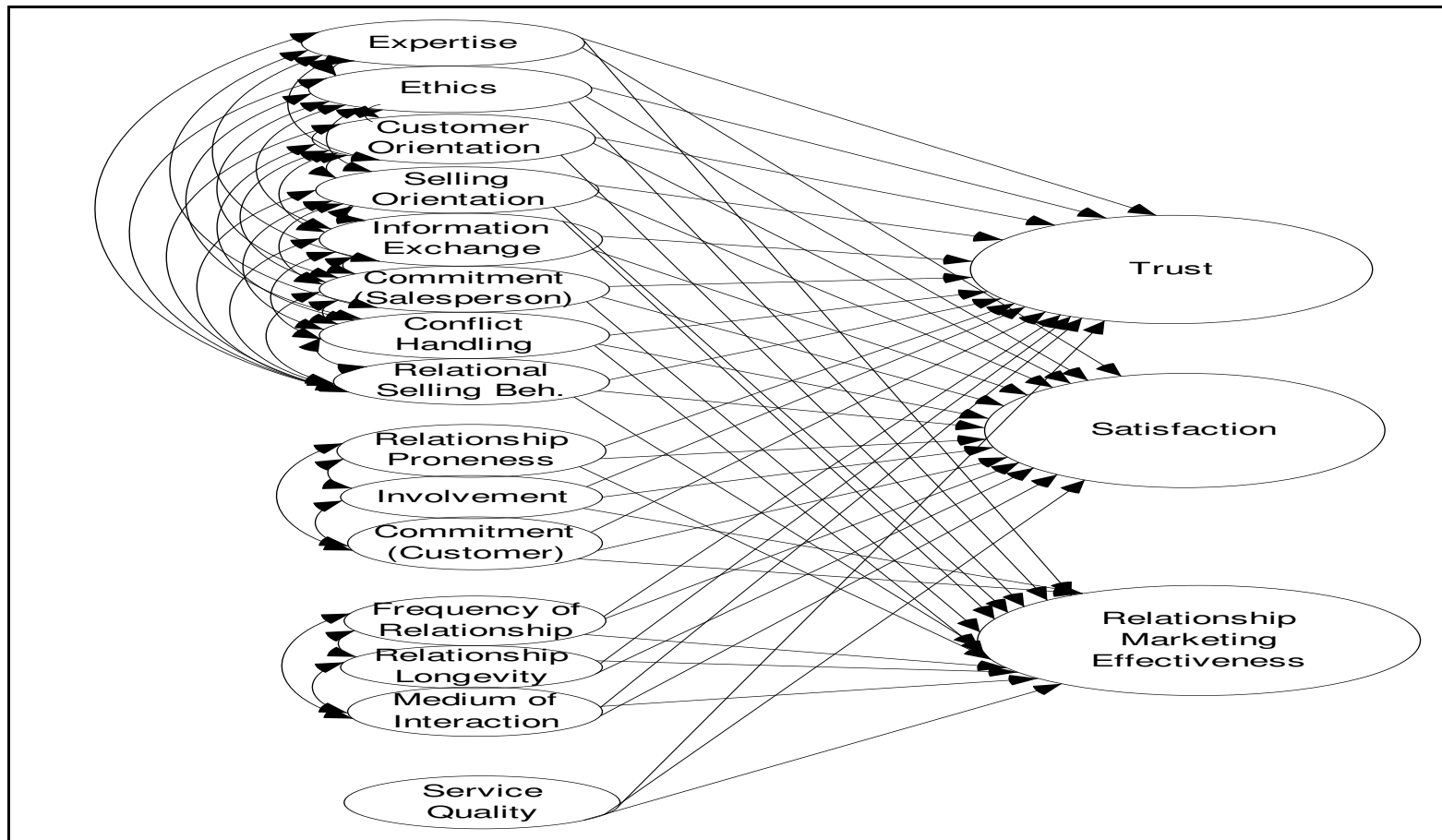


Figure 4.3. Path diagram for competing model 1 (COMPMOD1)

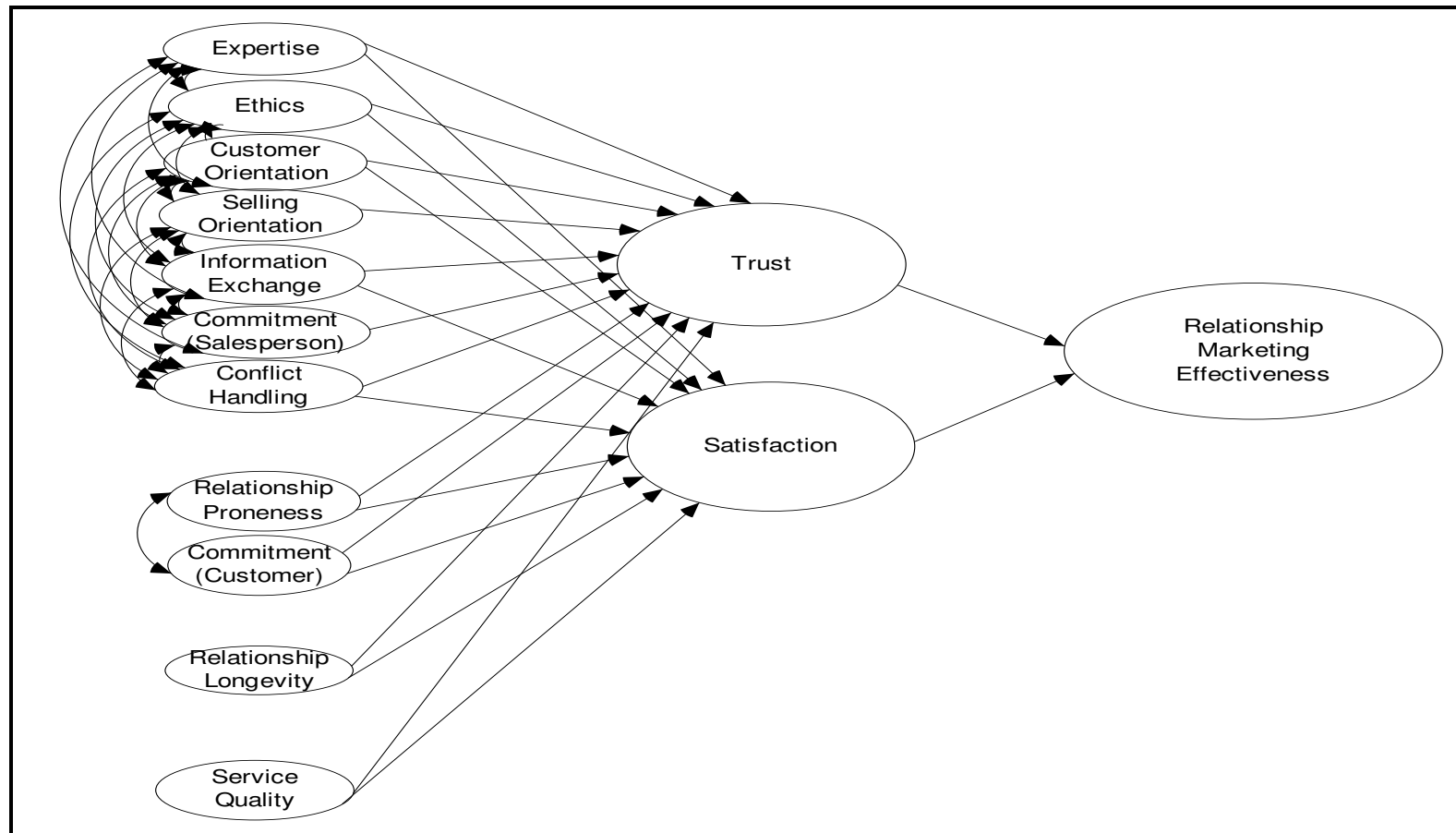


Figure 4.4. Path diagram for competing model 2 (COMPMOD2)

The competing models proposed are compared with the original model based on overall fit, parsimonious fit measures and structural equation fit (R^2) values for the endogenous constructs in accordance with the guidelines suggested by Morgan and Hunt (1994). Table 4.52 provides a comparison of the three models based on these criteria.

Table 4.52. Comparison of Goodness-of-Fit Measures for the Estimated and Competing Models

Goodness of Fit Measures	Original Model	COMPMOD1	COMPMOD2
<u>Absolute Fit Measures</u>			
Chi-Square (χ^2)	1027.4	1531.1	512.1
Degrees of Freedom (d. f.)	624	611	337
Non-centrality Parameter (NCP)	768.179	1123.078	786.432
Scaled Non-centrality Parameter (SNCP)	1.722	2.518	1.763
GFI	0.911	0.599	0.939
AGFI	0.874	0.574	0.928
RMSR	0.036	0.057	0.039
RMSEA	0.044	0.064	0.046
<u>Parsimonious Fit Measures</u>			
Parsimonious Goodness of Fit Index (PGFI)	0.767	0.494	0.779
Normed Chi-Square ($\chi^2/d. f.$)	1.646	2.506	1.520
<u>Structural Equation Fit for Endogenous Constructs (R^2)</u>			
Trust	0.474	0.466	0.492
Satisfaction	0.453	0.442	0.475
Relationship Marketing Effectiveness	0.548	0.462	0.561

The statistical figures provided in Table 4.52 reveal that COMPMOD2 has the lowest chi-square value and degrees of freedom among all the models. Additionally, COMPMOD2 also outperforms the other models in normed chi-square values and other absolute fit measures except root mean square residuals (RMSR) and root mean

square of approximation (RMSEA). But it should be noted that all of the RMSR and RMSEA values are acceptably close to the threshold values (<0.6) suggested in the literature (Hu and Bentler, 1995; Bentler and Bonnet, 1980). Although the original model does not achieve the best values on the goodness-of-fit statistics, it is very close to the best measures and it can be concluded that the model proposed is a viable alternative for explaining the antecedents and consequences of relationship quality in financial services context.

CHAPTER V

SUMMARY, IMPLICATIONS AND CONCLUSION

The aim of this section is the review, summarization and discussion of the findings of the research. Additionally, the implications of the findings for all the relevant parties are presented; the limitations of the study are discussed as well as the suggestions and directions for further research.

Summary and Discussion of the Findings

This section reviews and discusses the findings which are collected from the different sections of the study.

Findings from the Qualitative Study

The findings obtained from the qualitative study are summarized and discussed in this section.

Prior to discussing the findings of the qualitative study, it is important to note that the convenience sample of individuals who participated in the qualitative part of the research showed a homogenous distribution according to the demographic

characteristics such as age, gender, education and occupation. The number of males and females were equal in the sample and the age distribution of the respondents showed a wide range from early 30s to early 60s (four respondents in their early 30s, four respondents in their late 30s, three respondents in their early 40s, two respondents in their early 50s, two respondents in their late 50s and one respondent in his early 60s). Additionally, seven respondents had high school degrees or less, six of the respondents had university degrees and three had postgraduate degrees. In addition, there were eleven different occupations among the respondents. Hence, it may be said that the demographical characteristics of the respondents who participated in the qualitative study possessed a homogenous distribution.

The basic aim of the first part of the qualitative study was the control and the verification of the constructs in the theoretical model and the hypothesized relationships among those constructs. The results of the ethnographic summary technique used in the analysis of the transcripts of the first part of the qualitative study showed that the factors affecting the relationship quality basically fell into four categories, salesperson's characteristics, customer's characteristics, relationship characteristics and the service quality attributes. This categorization possesses full compliance with the literature on the antecedents of relationship quality.

Additionally, it should be noted that many of the respondents focused on the characteristics of the salesperson to be most important determinant of the relationship quality. Service quality specific attributes, customer's relationship characteristics and relationship characteristics are the other mostly mentioned determinants of the relationship quality respectively. The frequency analysis of the transcripts of the first part of the qualitative study revealed that expertise and the ethical behavior are the

most frequently mentioned constructs among the salesperson's characteristics. All of the respondents directly stated or meant that the expertise and the ethical behavior of the salesperson are inevitable for the formation of relationship quality. On the other hand, relationship proneness and commitment are the mostly mentioned constructs in the customer's characteristics category and relationship longevity is the most frequently stated characteristic affecting the formation of relationship quality among relationship specific characteristics.

In accordance with the literature (Keating et al., 2003, Crosby et al., 1990), the respondents focused on the trust and satisfaction constructs as the main dimensions of relationship quality. Some of the respondents did not explicitly state the trust construct, but rather emphasized the low perceived risk associated with the relationship or the confidence concerning all the aspects of the relationship as the important milestones of the relationship quality. Trust and satisfaction both at the level of salesperson and at the firm level were mentioned frequently as the basic dimensions of the relationship quality. Many of the respondents emphasized the time aspect of the relationship quality and stressed that the formation of relationship quality may be realized only after a period of time in which the combined effects of the trust and the cumulative satisfaction constructs lead to a higher-level relationship having some sort of quality associated with it.

The discussion regarding the consequences of relationship quality revealed that the respondents' answers fell into two basic categories, one being the possible behavioral outcomes from the customer's perspective and the other one being the perception of the customer regarding the possible marketing efforts to be spent by the firm or the salesperson. Namely, as relationship quality is established, the

respondents stated that the customers would be more likely to continue and enhance the relationship with the salesperson and the firm with which they interacted. Moreover, the high quality of the relationship is discussed to have a positive effect on the perception of the customer regarding the relationship marketing efforts of the salesperson and the firm by many of the respondents. In addition, the respondents stated that the customers' expectations about receiving specialized treatment, services and gifts would increase as a result of the quality of the relationship.

The second part of the qualitative study basically aimed at the refinement and adaptation of the scales used in the research to the Turkish population. During the second part of the qualitative study, the definitions of the constructs were explained to the respondents and they were given the list of the scales and the items belonging to each scale. The respondents were asked to evaluate each item in the scales according to the representative power they possess in explaining the construct and furthermore they were asked to choose the best items in each scale. Accordingly, many of the scales were modified and adapted to the Turkish culture (please refer to "Qualitative Study" section for a detailed discussion).

Findings of the Survey

In this section, the findings obtained from the analysis of the survey data are summarized.

General Findings

In this section, the general findings regarding the scales and the variables included in the research are summarized.

Prior to the analysis of the data collected through the surveys, reliability analysis for the scales used in the research was conducted. Cronbach's alpha value, which is used to measure the consistency between the multiple measurements of the variables, were all above the generally accepted lower limit 0.7 for all of the scales used in the study. However, it should be noted that for the agent disclosure and customer disclosure constructs, the Cronbach's alpha values were very close to the minimum accepted level (0.7160 and 0.7080, respectively) indicating that the consistency between the multiple measurements of these constructs are lower than the other constructs used in the research. This finding may be attributed to the fact that the scales used for the measurement of these constructs may not be appropriate for the Turkish culture and may not have been understood as intended by the Turkish respondents. Additionally, the hypotheses claiming that the relational selling behavior possesses a positive correlation with the trust in the salesperson (and the firm) and satisfaction with the salesperson (and the firm) are not supported being contrary to the empirical findings obtained in the literature (Crosby et al., 1990). Therefore, further assessment and development of these scales specifically for the Turkish culture could be of unique importance for the relationship marketing literature.

The analysis of Cronbach's alpha values revealed that the only suggestion for the improvement of the consistency between the multiple measurements of the

variables used in the scales was the deletion of the cooperative intentions construct. However, since the deletion was supposed to provide only a minor improvement and cooperative intention was one of the most frequently mentioned constructs throughout the qualitative studies, the item was not deleted.

In order to assess whether the different data collection methods applied for Internet and branch respondents would have an effect on the characteristics of the participants, cross tabulation analyses were performed for the demographics (i.e. age, number of banks the respondent gets service from, gender, education level, income level, sector in which the respondent is employed, profession and marital status) of the respondents based on the data collection channel. The results indicated that although the method of data collection was different for branch and Internet respondents, no statistically significant difference existed for any of the demographics among Internet and branch respondents. Therefore it was concluded that the different methods of data collection applied for branch and Internet respondents would not have any effect on the demographical distribution of the respondents.

Furthermore, all of the constructs of the model were examined to find out whether there existed a difference according to the data collection channel. According to the results of the Levene's test, none of the constructs proposed to be the antecedents of relationship quality showed significant differences among branch and Internet respondents. Moreover, the application of the same test for the dimensions of relationship quality and relationship marketing effectiveness revealed that no significant differences existed between the responses of branch and Internet respondents regarding these constructs. Additionally the detailed assessment of this

finding showed that no significant differences existed for any of the items used to measure these constructs. Hence, it may be concluded that the different data collection methods did not generate any significant differences among the responses of the participants regarding the antecedents of relationship quality, dimensions of relationship quality and relationship marketing effectiveness.

For the examination of whether there existed any significant differences among the responses of participants according to the demographics, Levene's and t tests were conducted for all the variables of the study. According to the results, younger participants' (age<36) responses regarding selling orientation and service quality were found to be significantly higher than those of older respondents (age>=36). Additionally, younger respondents were found to have statistically higher scores on the frequency of relationships, which indicates that they tend to contact their salespeople more frequently. Gender has been found to affect a customer's commitment and service quality perceptions. Male participants' responses' on customer's commitment and service quality are statistically higher than the female respondents which may indicate that males are more likely to develop commitment and put emphasis on the service quality attributes for the financial services being sought. On the other hand, the participants' responses for any of the variables did not show a statistically significant difference according to the education level they have.

According to the results of the statistical analysis, the income levels of the respondents were found to affect the perception of respondents regarding customer orientation and seller's commitment. Namely, for the respondents with monthly incomes of less than 3,000 YTL, the perception of customer orientation and seller's commitment was higher than the respondents with monthly incomes greater than or

equal to 3,000 YTL. Hence it may be said that respondents with lower income levels put more emphasis on customer orientation and the commitment of the salesperson with whom they are interacting. The analysis of the marital status of the respondents revealed that single respondents' score on ethics was significantly higher than that of the other respondents, which indicates that single respondents pay more attention to the ethical behavior of the salesperson than the other respondents. And finally, relationship longevity was found to be significantly lower for the respondents employed in the public sector than the other respondents.

On the other hand, the results of the statistical analysis revealed that there existed no difference in the responses of participants about the dimensions of relationship quality and relationship marketing effectiveness based on the demographical categorization of the respondents.

There were three open-ended questions in the survey dealing with the names, the best services and the worst services of the banks from which the respondents received service. The average number of the banks from which the respondents received service was 2.14 and the number of respondents who received services from one, two-three, four or more banks was 186, 196 and 64, respectively. The most used banks (excluding Finansbank, through which the surveys were collected) among respondents are Ziraat Bankası, Akbank, Yapı ve Kredi Bankası, İşbank, Vakıfbank and Garanti Bankası, respectively. Additionally the findings indicate that more than 76% (76.21%) of the respondents who were employed in the public sector received service from at least one state-owned bank.

The average number of items stated by the respondents to be the best services of the banks from which they get service was 2.14. The number of items was

higher among the branch respondents (2.2) than the Internet respondents (1.9). The *sincerity and trustworthiness of the employees* and *special attention paid to the customers* were the most stated items among the branch respondents, whereas the Internet respondents stated the *variety of alternative distribution channels*, the *trustworthiness of the employees*, the *variety of the services offered* and the *special attention paid to the customers* as the best services. The difference in the ranking of the best services among branch and Internet respondents may be attributed to the fact that the respondents who were more familiar with the Internet put more emphasis on the variety of the alternative distribution channels offered by the banks. On the other hand, it should be noted that more than 78% (78.22%) of the branch respondents and more than 76% (76.62%) of all respondents expressed at least one item regarding the characteristics of the salesperson with whom they were interacting and more than 40% (42.48%) of all respondents mentioned at least one service quality attribute to be one of the best services of the bank. The percentage of respondents who stated *everything* or *nothing* to be best service of the bank constituted only a minor percentage of all respondents being equal to 2.91% and 3.81% respectively.

The average number of items stated by the respondents to be the worst services of the banks from which they received service was 1.05. The number of items was higher among the branch respondents (1.1) than the Internet respondents (0.9). More than 35% of all respondents stated that none of the services of the bank deserved to be called the worst and this stands as the most frequently stated item among all responses. The *crowdedness of the branches* and *long processing time of transactions* were the other mostly stated items among branch respondents with 19.38% and 18.26%, respectively. These items also received considerable attention

from the Internet respondents with 14.44% and 15.56%, respectively. There exists a noticeable difference between Internet and branch respondents in two of the items stated. First, although *inconvenient working hours* item was stated by 3.09% of the branch respondents, none of the Internet respondents mentioned this item. This finding may be caused by the fact that there exists a difference in the behavior of Internet respondents regarding the distribution channels they use. Since most of the banks provide uninterrupted Internet banking services, Internet respondents may be less likely to encounter working hour related problems. On the other hand, *lack of promotions* item was mentioned only by 2.81% of branch respondents, but the percentage of Internet respondents who stated this item was more than 13%.

Another aim of the study is the examination of whether the relationship quality construct is a different construct than service quality. Since the samples used in the research are related rather than being independent, paired samples t-test has been used to realize this assessment. The results indicate that relationship quality is a different construct than service quality and provides additional capability in explaining the behavioral intentions of the customers.

Findings from the Testing of the Hypotheses

In this section, the findings obtained from the testing of the hypotheses are summarized and discussed.

Hypothesis 1a: As the perceived expertise of the seller increases, so does the trust of the customer in the firm and the salesperson.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the perceived expertise of the seller and the trust of the customer in the firm and the salesperson. The better the customer's perception of the expertise of the seller, the higher will be the trust of the customer in the firm and the salesperson. Accordingly, Anderson and Weitz (1989) claimed that the expertise of the salesperson is an important determinant of the success of the salesperson as it demonstrates the capability and the capacity of the salesperson to serve the customer, increases the effectiveness of the communication between the parties engaged in the relationship and thus reduces the risk and uncertainty associated with the relationship leading to more trust within the relationship. Furthermore, Lagace et al. (1991) obtained empirical evidence that the perceived expertise of the seller positively affects the relationship quality in the pharmaceutical industry.

Hypothesis 1b: As the perceived expertise of the seller increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the perceived expertise of the seller and the satisfaction of the customer with the firm and the salesperson. The better the customer's perception of the expertise of the seller, the higher will be the satisfaction of the customer with the firm and the salesperson. Expertise has been found to provide the best predicting capability among the independent variables in explaining satisfaction and trust constructs. As the financial services are characterized by the complexity of the services, high degree of perceived risk associated with the transactions and the existence of substantial information asymmetries (Bejou et al., 1998), the competence and the technical expertise of the salesperson may be thought to be of

vitality and uniquely important in determining the financial outcome and thus the satisfaction obtained from the relationship.

Hypothesis 2a: When the seller is perceived as behaving more ethically, the trust of the customer in the firm and the salesperson increases.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the perceived ethical behavior of the seller and the trust of the customer in the firm and the salesperson. The better the customer's perception of the ethical behavior of the seller, the higher will be the trust of the customer in the firm and the salesperson. As the complex and risky nature of the financial services can put the customer at the mercy of the salesperson, customers put a special emphasis on the ethical behavior of the salesperson since the financial decisions of the customers mainly will be based on the suggestions of the salesperson.

Accordingly, many authors have found empirical evidence indicating that the ethical behavior of the salesperson affects the development of trust in the long run and leads to an increase in the perception of relationship quality (Lagace et al., 1991; Whalen et al., 1991).

Hypothesis 2b: When seller is perceived as behaving more ethically, the satisfaction of the customer with the firm and the salesperson increases.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the perceived ethical behavior of the seller and the satisfaction of the customer with the firm and the salesperson. The better the customer's perception of the ethical behavior of the seller, the higher will be the satisfaction of the customer with the firm and the salesperson. Accordingly, in the literature perceived ethical behavior is discussed to be an important determinant of

relationship quality by having a positive effect on the trust in the salesperson and the satisfaction with the salesperson and the firm (Wray et al., 1994; Bejou et al., 1996).

Hypothesis 3a: As the perceived customer orientation of the seller increases, so does the trust of the customer in the firm and the salesperson.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the perceived customer orientation of the seller and the trust of the customer in the firm and the salesperson. The better the customer's perception of the customer orientation of the seller, the higher will be the trust of the customer in the firm and the salesperson. Similarly, Bejou et al. (1996) found significant evidence that customer orientation affects relationship quality.

Hypothesis 3b: As the perceived customer orientation of the seller increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is supported ($p < 0.05$). There exists a positive correlation between the perceived customer orientation of the seller and the satisfaction of the customer with the firm and the salesperson. The better the customer's perception of the customer orientation of the seller, the higher will be the satisfaction of the customer with the firm and the salesperson. Accordingly, Wray et al. (1994) found empirical evidence that customer orientation capability enables the salesperson to empathize with the customer and thus the customer perceives that the salesperson has the best interests of customer in mind leading to higher satisfaction in financial services.

Hypothesis 4a: As the perceived selling orientation of the seller increases, so does the trust of the customer in the firm and the salesperson. (Although the paths proposed in the original versions of Hypothesis 4a and Hypothesis 4b were negative, the reverse coding of the corresponding questions measuring "selling orientation"

construct was removed during the pilot study conducted upon the request of bank authorities and therefore the paths proposed in this hypotheses were changed to be positive. Please refer to “The Pilot Study for the Questionnaire” section for a detailed discussion.)

A relationship significant at the 0.05 level is found to support the hypothesis. There exists a positive correlation between the perceived selling orientation of the seller and the trust of the customer in the firm and the salesperson. The better the customer’s perception of the selling orientation of the seller, the higher will be the trust of the customer in the firm and the salesperson.

Hypothesis 4b: As the perceived selling orientation of the seller increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is not supported. There is not a positive correlation between the perceived selling orientation of the seller and the satisfaction of the customer with the firm and the salesperson. This result, with the finding indicating the support of the hypothesis 4a, may be attributed to the fact that the selling orientation of the salesperson does not affect satisfaction but influences the formation of the trust dimension of relationship quality.

Hypothesis 5a: As the perceived information exchange willingness and capability of the seller increases, so does the trust of the customer in the firm and the salesperson.

A relationship significant at the 0.01 level is found to support the hypothesis. There exists a positive correlation between the perceived information exchange willingness and capability of the seller and the trust of the customer in the firm and the salesperson. The better the customer’s perception of the information exchange

willingness and capability of the seller, the higher will be the trust of the customer in the firm and the salesperson.

Hypothesis 5b: As the perceived information exchange willingness and capability of the seller increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the perceived information exchange willingness and capability of the seller and the satisfaction of the customer with the firm and the salesperson. The better the customer's perception of the information exchange capability and willingness of the seller, the higher will be the satisfaction of the customer with the firm and the salesperson.

Hypothesis 6a: As the perceived commitment of the seller increases, so does the trust of the customer in the firm and the salesperson.

The hypothesis is supported ($p < 0.05$). There exists a positive correlation between the perceived commitment of the seller and the trust of the customer in the firm and the salesperson. The better the customer's perception of the commitment of the seller, the higher will be the trust of the customer in the firm and the salesperson.

Hypothesis 6b: As the perceived commitment of the seller increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is not supported. There is not a positive correlation between the perceived commitment of the seller and the satisfaction of the customer with the firm and the salesperson. Although the commitment of the salesperson is expected to be important in the formation of relationship quality, it may be thought that the effect of

the commitment construct is captured in the formation of trust rather than the formation of satisfaction construct.

Hypothesis 7a: As the perceived conflict handling capability and willingness of the seller increases, so does the trust of the customer in the firm and the salesperson.

The hypothesis is supported ($p < 0.05$). There exists a positive correlation between the perceived conflict handling capability and willingness of the seller and the trust of the customer in the firm and the salesperson. The better the customer's perception of the conflict handling capability and willingness of the seller, the higher will be the trust of the customer in the firm and the salesperson.

Hypothesis 7b: As the perceived conflict handling capability and willingness of the seller increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the perceived conflict handling capability and willingness of the seller and the satisfaction of the customer with the firm and the salesperson. The better the customer's perception of the conflict handling capability and willingness of the seller, the higher will be the satisfaction of the customer with the firm and the salesperson.

Hypothesis 8a: As the perceived relational selling behavior of the salesperson increases, so does the trust of the customer in the firm and the salesperson.

The hypothesis is not supported. There is not a positive correlation between the perceived relational selling behavior of the seller and the trust of the customer in the firm and the salesperson.

Hypothesis 8b: As the perceived relational selling behavior of the salesperson increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is not supported. There is not a positive correlation between the perceived relational selling behavior of the seller and the satisfaction of the customer with the firm and the salesperson.

Although the hypotheses 8a and 8b are not supported, it should be noted that Crosby et al. (1990) found empirical evidence indicating that the relational selling behavior has an effect on relationship quality in a research conducted in insurance services. Since the result regarding relational selling behavior construct's effect on trust and satisfaction is contrary to the findings in the literature, for a further investigation of the finding the model is modified slightly to allow immediate paths from the four sub-constructs (i.e. interaction intensity, agent disclosure, customer disclosure and cooperative intentions) composing relational selling behavior construct to the dimensions of relationship quality (i.e. trust and satisfaction) and remove the relational selling behavior construct from the model. The results indicate that the relationships proposed from interaction intensity, cooperative intentions to trust and satisfaction constructs are all significant at the 0.05 level, but none of the paths from agent disclosure and customer disclosure to trust and satisfaction constructs are significant. Therefore, the lack of support for the hypotheses 8a and 8b may be attributed to the fact that the scale used in measuring relational selling

behavior construct is not understood as intended by the Turkish respondents. Especially, agent disclosure and customer disclosure sub-scales used in measuring relational selling behavior produced relatively low Cronbach's alpha values (0.7160 and 0.7080 respectively) in the assessment of reliabilities of the scales, which may signal relatively lower degree of consistency between the multiple measurements of the variables used in the scales. Hence the detailed assessment and development of a new scale measuring relational selling behavior for Turkish culture may be fruitful in future research.

Hypothesis 9a: As the customer's relationship proneness increases, so does the trust of the customer in the firm and the salesperson.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the relationship proneness of the customer and the trust of the customer in the firm and the salesperson. The higher the relationship proneness of the customer is, so will be the trust of the customer in the firm and the salesperson.

Hypothesis 9b: As the customer's relationship proneness increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is supported ($p < 0.05$). There exists a positive correlation between the relationship proneness of the customer and the satisfaction of the customer with the firm and the salesperson. The higher the relationship proneness of the customer is, so will be the satisfaction of the customer with the firm and the salesperson.

Relationship proneness indicating the willingness and the ability of the customers to initiate, maintain and enhance the relationship has been discussed to be an important determinant of the relationship quality in the literature (Christy, Oliver

and Penn, 1996; Sheth and Parvatiyar 1995b). On the other hand, Roos et al. (2006) found empirical evidence to support that customers who initiate the relationship with the salesperson evaluate their relationship differently than the customers who are contacted. Additionally, relationship proneness or receptivity to relationships has received considerable attention among the participants of the qualitative study. Therefore the statistical findings are in full compliance with the literature and the expected outcome of the research.

Hypothesis 10a: As the customer's involvement in the service category increases, so does the trust of the customer in the firm and the salesperson.

The hypothesis is not supported. There is not a positive correlation between the customer's involvement in the service category and the trust of the customer in the firm and the salesperson.

Hypothesis 10b: As the customer's involvement in the service category increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is not supported. There is not a positive correlation between the customer's involvement in the service category and the satisfaction of the customer with the firm and the salesperson.

Hypothesis 11a: As the customer's commitment to the service provider increases, so does the trust of the customer in the firm and the salesperson.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the commitment of the customer to the service provider and the trust of the customer in the firm and the salesperson. The higher the commitment of the customer to the service provider is, so will be the trust of the customer in the firm and the salesperson.

Hypothesis 11b: As the customer's commitment to the service provider increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the commitment of the customer to the service provider and the satisfaction of the customer with the firm and the salesperson. The higher the commitment of the customer to the service provider is, so will be the satisfaction of the customer with the firm and the salesperson. Accordingly, Fullerton (2005) found empirical evidence indicating that customer's commitment serves as a mediator between service quality and loyalty and supports the development of relationship quality.

Hypothesis 12a: As the frequency of the relationship increases, so does the trust of the customer in the firm and the salesperson.

The hypothesis is not supported. There is not a positive correlation between the frequency of the relationship and the trust of the customer in the firm and the salesperson.

Hypothesis 12b: As the frequency of the relationship increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is not supported. There is not a positive correlation between the frequency of the relationship and the satisfaction of the customer with the firm and the salesperson.

Hypothesis 13a: As the relationship longevity increases, so does the trust of the customer in the firm and the salesperson.

The hypothesis is supported ($p < 0.05$). There exists a positive correlation between the relationship longevity and the trust of the customer in the firm and the

salesperson. The higher the longevity of the relationship is, so will be the trust of the customer in the firm and the salesperson.

Hypothesis 13b: As the relationship longevity increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the relationship longevity and the satisfaction of the customer with the firm and the salesperson. The greater the longevity of the relationship is, so will be the satisfaction of the customer with the firm and the salesperson.

According to the results of the statistical analysis, the hypotheses claiming that the frequency of the relationship has an effect on the perception of trust and satisfaction are not supported whereas the hypotheses proposing that the longevity of the relationship does have an effect on customer's perception of trust and satisfaction are supported. This finding may be attributed to the fact that the customers pay more attention to the longevity of the relationship rather than its frequency. The frequency of the relationship may have an effect on its longevity, but it is not sufficient for the development of relationship quality. On the other hand, in accordance with the findings obtained, the duration of relationship has been cited to be an important factor in explaining the quality of the relationship in the literature (Wray et al., 1994).

Hypothesis 14a: Trust of the customer in the firm and the salesperson increases as the level of human interaction increases during the service encounter.

The hypothesis is not supported. There is not a positive correlation between the level of human interaction during the service encounter and the trust of the customer in the firm and the salesperson.

Hypothesis 14b: Satisfaction of the customer with the firm and the salesperson increases as the level of human interaction increases during the service encounter.

The hypothesis is not supported. There is not a positive correlation between the level of human interaction during the service encounter and the satisfaction of the customer with the firm and the salesperson.

Actually, it would be expected that as the level of human interaction during the service encounter increases, so would the trust of the customer in the salesperson and the firm, and satisfaction with the salesperson and the firm. However, the results of the statistical analysis reveal that the hypotheses 14a and 14b are not supported. This finding may be attributed to the fact that in the financial services category, which is characterized by the complexity and the high risk perceived, customers put more emphasis on the results and outcomes of the relationship, rather than the interaction realized during the relationship. In addition, relatively new introduction of the electronic services in the banking sector may be another reason underlying this finding. It should be noted that more than 63% of the respondents were older than 35 years of age and as the customers were still in the phase of getting acquainted with the electronic services in the banking sector in Turkey, the comparison of traditional methods with the computer-mediated methods based on the level of human interaction during the service encounter may not have been possible among the relatively old respondents. Hence, it is supposed that as the customers get used to the

computer-mediated environments for financial services, the likelihood of these hypotheses to be supported would increase. Therefore, it is imperative to conduct a re-testing of the model to assess the difference in respondents' perception regarding effect of the level of human interaction on trust and satisfaction in a few years time.

Hypothesis 15a: As the service quality perceived by the customer increases, so does the trust of the customer in the firm and the salesperson.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the service quality perceived by the customer and the trust of the customer in the firm and the salesperson. The better the service quality perception of the customer, the higher will be the trust of the customer in the firm and the salesperson.

Hypothesis 15b: As the service quality perceived by the customer increases, so does the satisfaction of the customer with the firm and the salesperson.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the service quality perceived by the customer and the satisfaction of the customer with the firm and the salesperson. The better the service quality perception of the customer, the higher will be the satisfaction of the customer with the firm and the salesperson.

The results of the structural equation modeling analysis revealed that service quality has a significant effect on both trust and satisfaction dimensions of relationship quality. This finding is in compliance with the discussions in the literature. Crosby et al. (1990) argue that service quality is necessary for the existence relationship quality; whereas the opposite is not required, implying that service quality is an antecedent of relationship quality. Accordingly, Wong and

Sohal (2006) found empirical evidence indicating that there exists a positive correlation between service quality and trust dimension of relationship quality. Furthermore, since service quality construct includes five dimensions (i.e. tangibles, reliability, responsiveness, assurance and empathy), the model is modified slightly for a further assessment of the effect of each dimension of service quality on trust and satisfaction constructs. The modified model allowed direct paths from the dimensions of service quality to trust and satisfaction constructs and service quality construct was removed from the model. The results reveal that all the proposed relationships from the dimensions of service quality to trust and satisfaction are significant at the 0.01 level in accordance with the results obtained from the testing of hypotheses 15a and 15b.

Hypothesis 16a: As the trust of the customer in the firm and the salesperson increases, so does the effectiveness of the relationship marketing efforts of the firm and the salesperson.

The hypothesis is supported with a high significance level ($p < 0.01$). There exists a positive correlation between the trust of the customer in the firm and the salesperson, and the perceived effectiveness of the relationship marketing efforts the firm and the salesperson. The higher the trust of the customer in the firm and the salesperson, the better will be the perceived effectiveness of the relationship marketing efforts of the firm and the salesperson.

Hypothesis 16b: As the satisfaction of the customer with the firm and the salesperson increases, so does the effectiveness of the relationship marketing efforts of the firm and the salesperson.

The hypothesis is supported with a high significance level ($p: 0.01$). There exists a positive correlation between the satisfaction of the customer with the firm and the salesperson, and the perceived effectiveness of the relationship marketing efforts the firm and the salesperson. The higher the satisfaction of the customer with the firm and the salesperson, the better will be the perceived effectiveness of the relationship marketing efforts of the firm and the salesperson.

Additionally, since relationship marketing effectiveness construct includes six dimensions (i.e. relationship enhancement, relationship continuity, communication, differentiation, personalization and rewarding), the model is modified slightly for a further assessment of the effect of trust and satisfaction constructs on the dimensions of relationship marketing effectiveness. The results reveal that all the proposed relationships from the trust and satisfaction constructs to the dimensions of relationship marketing effectiveness are significant at the 0.01 level in accordance with the results obtained from the testing of hypotheses 16a and 16b.

The results of the confirmatory factor analysis, conducted as the first step of the structural equation modeling analysis aiming to determine whether the latent variables (factors) and the indicator variables hypothesized to load on the corresponding latent variables are significant and meaningful, revealed that all of the loadings on the factors were large and significant at the 0.01 level. In addition, the composite reliabilities were all above the minimum acceptable level. However, it should be noted that the composite reliability for the relational selling behavior construct again had the lowest value as discovered during Cronbach's alpha reliability test. On the other hand, the variance extracted values for all of the factors

were all above than the theoretical threshold value indication that the discriminant validity was satisfied for all latent variables. All of the statistics obtained from the confirmatory factor analysis showed that the differences between the actual and predicted matrices were non-significant and the overall fit of the model was supported.

The results of the structural equation modeling analysis showed that the original model proposed is capable of explaining 47.4%, 45.3% and 54.8% of the variance in trust, satisfaction and relationship marketing effectiveness, respectively. The expertise, customer orientation and the information exchange capability of the salesperson are the first three independent variables which have better capability in predicting the trust construct, whereas the best three variables in explaining the satisfaction construct are the expertise, information exchange capability of the salesperson and the ethics. Additionally, it should be noted that all the nine independent variables which were found to have a significant effect in predicting the satisfaction construct also had statistically significant coefficients in the prediction of trust construct. Both trust and satisfaction constructs possessed significant capability in the prediction of relationship marketing effectiveness; however, the effect of trust was statistically higher than satisfaction.

Following the analysis of the theoretical model proposed, the original model was compared with two alternative models. The first alternative model allowed the antecedents of relationship quality to have direct effects on relationship marketing effectiveness, whereas the second model included all the paths in the original model which were found to have significant statistics and excluded all the paths which were not significant. The results of the comparison revealed that the first alternative model

was the worst performing one among all models. In accordance with the expectations, the second alternative model provided some superior fit statistics, but as the differences in the goodness of fit measures were minor, the original model was accepted to be a viable framework to predict the antecedents and consequences of relationship quality in financial services.

Managerial Implications

The study conducted posits several important implications for both academics and practitioners as it proposes a comprehensive model of relationship quality based on the body of knowledge in the literature and carries out a test of the model in the practical world. Additionally, the research questions considered in the study are in accordance with the priorities suggested in the literature (Eiriz and Wilson, 2006) and try to provide an understanding of the rationale for the management of customer relationships, the processes through which the relationships are constructed and the structures and settings to manage these processes. This section provides a detailed discussion of the managerial implications of the findings that may be derived from the study.

First of all, it should be recognized by the practitioners and academics that customer relationships are not just a function of the core service being offered, but rather a function of many different aspects of the relationship and the parties included in the interaction including the characteristics of the salesperson, characteristics of the customer, characteristics of the relationship itself and the service quality attributes. This recognition includes the implication that the management should consider not only the quality of the service provided but also the quality of the relationship established with the customers. Moreover, focusing only on a part of these aspects will be an oversimplification of the relationship management with the customers and thus may be misleading. Additionally, the

variety, scope and the content of these aspects indicate that establishing, maintaining and enhancing customer relationships are complicated and challenging yet dictating issues in the rapidly changing world of marketing. Although the findings reveal that a prioritization or a ranking is possible among these aspects based on the contribution they provide in the establishment and management of a high-quality relationship, all of them should be treated with special caution in order to make a good management of such a complex but promising area and hence sustain competitive advantages.

The results of both the qualitative and quantitative studies indicate that the salesperson interacting with the customer plays a vital role in the management of customer interactions and the construction of a high quality relationship. Therefore, several implications can be derived from the findings to be followed by the managers in hiring, training, managing and evaluating the salespeople serving as the first-level contact point in customer interactions. Namely, it is imperative for sales managers to observe and evaluate the abilities of the salespeople continuously and take the required actions accordingly. Especially as the number of branches and salespeople has doubled during the last one-year period in the bank through which the surveys were collected, this issue possesses vital importance in order to ensure healthy growth.

As revealed by the results of the study, the expertise of the salesperson stands as one of the most important issues in the development of relationship quality. Thus, the contact people should pass through a comprehensive training period and possess a reasonable level of banking services and relational capabilities prior to beginning to serve the customers. Additionally, the employees may be pre-screened to have worked in other areas of banking services and to have developed expertise

and experience before starting to work as the first-level contact points. In addition, the ethical framework under which the salesperson is supposed to work should be defined clearly, explained, published and updated regularly. Exemplary ethical behavior of the salesperson may be encouraged, rewarded and shared with all the relevant people to preserve a common understanding of the ethical framework under which the company aims to operate. Furthermore, the social and relational capabilities of the salesperson which are supposed to facilitate the establishment and maintenance of long-term relationships should be monitored continuously starting from employment and improved regularly. Those capabilities include a wide range of characteristics such as customer orientation, selling orientation, information exchange capability and willingness, commitment and conflict handling.

Probably the most important issue about the contact people is the self-recognition of the vitally important role they play as relational managers in customer interactions. This recognition also implies the sensitivity of the salesperson about the social interaction inherent in the relationships with the customers. Several findings in the literature suggest that the rapport building attitude of the salesperson is a prerequisite to the early sales process (Leigh and McGraw, 1998) and the superior performance of the salesperson heavily depends on the tendency to spend time with customers to build relationships instead of trying to perform a quick sale or interaction.

Coulter and Ligas (2004) found empirical evidence that customers' definitions of relationship type show a wide range including emotional attachment to the service provider, sharing information and advice seeking and spending time together outside of the service setting. Hence the salesperson's capabilities in the

analysis of the customer characteristics and determination of the appropriate strategy for each individual will be very critical hence the characteristics of the customer may necessitate the application of different tactics during every phase of the relationship.

This capability is captured partially in the term “adapting to social styles” in the literature which has received considerable attention among academics. The ability of the salesperson to adapt to the social styles of the prospect has been discussed to increase the receptivity of the sales message thus reducing the perceived risk and in turn increasing the perceived trust of the customer leading to a high-quality relationship and long-term interaction with the salesperson and the firm (Rich and Smith, 2000; Dabholkar et al., 1994; Moorman et al., 1992). For instance, during the interaction related with the introduction of a complex service such as financial planning, the customer may not be able to judge the claims of the salesperson. The satisfaction of the customer with the salesperson and the trust of the customer in the salesperson may depend heavily on the perceived ethical behavior of the salesperson in this setting. The salesperson most likely will be successful to the extent that she realizes the situation and acts accordingly. Salespeople investing in customer relationships also should focus on finding customers who are more relationship-oriented or more receptive to relationship development to obtain better relational performance and profitability (De Wulf et al., 2001) in accordance with the findings of the research. However, it should be noted that the ability to identify the social style of the customer correctly stands as the first step in the effective adaptation process. Although the need for correctly recognizing the social style of the customer is relatively neglected in the literature (Anderson, 1991; Manning and Reece, 1992),

the managers also should pay specialized attention in evaluating this capability in salesperson hiring and monitoring.

There exists a wide consensus among academics in the literature that an efficient way of assessing the interactions between the service providers and customers is role-playing situations (Grove and Fisk, 1983; Deighton, 1992; Grove et al., 2000; Solomon et al., 1985). These situations enable the salesperson to develop empathy and to be aware of the thoughts and behaviors of the customers. The dynamics of the interaction during the service encounter also may provide additional cues to the salesperson regarding the perspective of the customer about the relationship. These cues should be evaluated by the salesperson carefully and the salespeople should adjust their own roles to maximize the relational benefits of the interaction.

Regarding the characteristics of the relationship itself, the findings indicate that relationship longevity is the most important determinant of relationship quality rather than the frequency of the relationship or the medium of interaction. Therefore, the managers should focus on the duration of the relationship instead of the frequency of the relationship which is also evident in the definition and the aim of relationship marketing. Namely, relationship marketing, in simplified terms, aims to establish long-term relationships and the relationship being long creates an effect on the quality of the relationship established.

The findings of the research cohere with the discussions in the literature regarding the importance of service quality in the establishment of high-quality and long-term relationships (Wong and Sohal, 2002; Page, 2000; Keating et al., 2003; Storbacka et al., 1994; Wong and Sohal, 2006). Therefore it is imperative for

managers to pay specialized attention in the service quality attributes including tangibles, reliability, responsiveness, assurance and empathy dimensions. But it should be noted that the consideration of service quality to be the sole determinant of relationship quality will be misleading and it is obvious from the empirical findings of the research that the intangible aspects of the relationship provide significant contribution and explanatory power in the assessment of trust, satisfaction and relationship marketing effectiveness constructs.

The findings indicate that the effectiveness of relationship marketing programs may be measured by using the perception and the evaluation of the customers regarding the relationship efforts (i.e. relationship enhancement, relationship continuity, communication, differentiation, personalization and rewarding) of the firm. The theoretical model proposed in the study enables the managers to monitor the quality of the customer relationships continuously as well as measure the effectiveness of the relationship marketing programs being carried out. Hence the feedback obtained from the model will assist the management assess the change in the quality of the relationships according to the managerial decisions being taken and help improve the management of those relationships. Additionally, measuring the effectiveness of relationship marketing programs will enable the firms conduct a return on relationship quality analysis to optimize the budget allocated to relationship marketing programs for different segments of customers possessing different expectations from relational interactions and responding to these relational interactions in various forms. The consideration of characteristics of the salespeople serving as the first-level contact point and service quality attributes also possesses vital importance during the optimization.

Limitations of the Study

This section discusses the limitations of the research which should be considered during the interpretation of the findings.

The data for the research were obtained through the nine branches of a medium-sized, privately owned bank in Turkey and through the Internet; hence the sampling domain was rather limited, which may have an adverse effect on the external validity and thus the generalizability of the results. Although the discussion presented in the “Sampling” section and the figures in Table 3.37 indicate that the bank through which the surveys were collected has indicators which are close to the sector averages. In order to improve the generalizability of the findings, the model may be tested in other banks and in several other service industries as well. The sample sizes may be increased to assure a more sensitive significance level and longitudinal data may be used to obtain new insights into the antecedents and consequences of relationship quality. It also should be noted that the longitudinal design would minimize any possible recall bias (or recall loss) that may have influenced the results of the research which is based on a cross-sectional design using retrospective records.

Another important issue to be considered is that, although branch authorities were given strict instructions (to choose every second customer satisfying the pre-screening checks, please see “Sampling Procedure” section for a detailed discussion) about selecting the respondents to participate in the survey, the self-selection bias may not have been removed entirely. As seen in Tables 4.10, 4.18 and 4.23, the means of the variables used in the study are quite high, which may indicate that the

respondent selection rules were not applied strictly by the branch authorities and instead there may have been a self-selection bias among branch authorities in having more satisfied customers participate in the survey. Another possibility leading to this outcome might have been the belief among branch personnel that the results of the study would be used as an input to the overall performance evaluation of the branch. Although the branch managers were informed explicitly that the questionnaire was designed for an academic study and that the results of the study would be used solely for academic purposes and kept strictly confidential, the personnel of the branch might have created a selection bias by considering satisfied customers rather than dissatisfied ones to be the respondents to increase the score of their branches in a performance evaluation study. Additionally, it should be noted that the negative wording in some of the questions in the survey have been removed during the pilot study upon the request of the bank authorities in order to eliminate possible discomfort among the branch personnel. Therefore, the positive wording of the questions in the survey may have created response bias among the respondents.

Furthermore, since the questionnaire used in the survey basically contains questions about the salespeople in the branches, the branch managers were warned specifically not to include the salespeople in any stage of survey distribution, collection and checking phases. However, a violation of this principle may have had a significant bias in the selection of respondents. Although the researcher made a few site visits to the branches to observe the data collection process and did not notice any such violations, it was practically impossible to observe the entire data collection process in all nine branches throughout the time period the research lasted.

Another important limitation of the study is the use of single-item measures for Expertise, Ethics, Customer Orientation, Selling Orientation, Information Exchange, Salesperson's Commitment, Conflict Handling, Relationship Proneness, Customer's Commitment, Frequency of the Relationship, Relationship Longevity and Medium of Interaction constructs. The basic reason necessitating the use of single-item measure is the comprehensive nature of the theoretical model proposed which led to a massive questionnaire to be applied to the respondents. However, the pilot study and the opinions of the experts revealed that the application of such a massive questionnaire is practically impossible through the branches of a bank and over the Internet. Furthermore, the results of the qualitative study showed that some of the items used to measure the constructs of the study are not usable or do not fit the Turkish culture and thus should be removed. As a result, the refinement of the items based on these considerations led to the use of single-item measures for the constructs. Although the preferred number of indicators to measure a construct is five to seven in the literature (Hair et al., 1998), there are well-established suggestions to apply when the researcher happens to use single-item measures. Basically, there are two alternatives the researcher may follow: the first alternative is the assumption that the item is measured without any error and the second one is fixing the reliability of the indicator using the historically verified data. The researcher followed the latter approach in dealing with the single-item measures.

The structural equation modeling used as the data analysis technique in the research has important assumptions (i.e. normality, homoscedasticity, linearity etc.) regarding the data to be analyzed similar to many other multivariate data analysis techniques. As discussed in detail in the "Testing the Assumptions of Multivariate

Analysis” section, the data obtained meet the homoscedasticity and linearity assumptions, whereas the normality assumption is not met. Although several diagnostics including inverse transformation, square root transformation and logarithmic transformation were attempted, no improvement about normality has been achieved as a result of these diagnostics. The use of ordinal or dichotomous measurement is the most common reason for the violation of multivariate normality. The chi-square fit index is known to be very sensitive to the violations of the assumptions of multivariate normality. On the other hand, as the sample size used in the research, 446, is sufficiently larger than required, 307, for a 95% confidence level and a ± 0.075 precision level, the violation of multivariate normality is supposed to have a limited effect in the statistical analysis in accordance with the literature (Hair et al., 1998; Barratt, 2001; Allison, 1999). However, to minimize the effect of the violation of multivariate normality assumption, a larger sample size may be used in future research.

Despite the considerations mentioned regarding the limitations of the study, the research should be viewed as an important contributor to the relationship marketing literature in the sense that it integrates the past research dealing with the relationship quality and moreover proposes a comprehensive model combining the antecedents and consequences of relationship quality.

Suggestions for Further Research

The research presented provides a detailed assessment of the relationship quality construct with its antecedents and consequences in the financial services context and the findings of the research may be used as a guide for further examination of relationship construct, which stands as the cornerstone of the relationship marketing literature. This section discusses the suggestions and the directions for further research regarding the relationship construct based on the findings and limitations of the research conducted.

First of all, the empirical testing for the model proposed in the research has been conducted in the financial services context and through nine of the branches of a medium-sized bank in Turkey and over the Internet, therefore in order to increase the external validity of the measurements and the generalizability of the results, it is imperative to conduct the testing of the model in other service industries with larger and wider sampling domains. The industries in which the model may be tested include the government sector, the private non-profit sector and the business sector as well, with a wide variety of business areas (i.e. tourism services, medical services, consultancy services, real-estate services, educational services, employment services). Several classifications for services have been proposed in the literature based on the place and time of service delivery, the extent to which the service is customized or standardized, the nature of the relationship with the customers, the degree of tangibility of the service processes and the direct recipient of the service processes (Lovelock, 1983). Kotler (2000) defines two types of services based on the level of human interaction during the service encounter, equipment-based and

people-based. The model is supposed to provide a framework for understanding all types of people based services as the personal interaction between the customer and the front-line employee is the most critical part of the service encounter rather than the other aspects of the interaction in these settings. On the other hand, Lovelock (2001, pp.37) defines a service process to be “a particular method of operation or series of actions, typically involving multiple steps that often need to take place in a defined sequence” and proposes a categorization of service processes based on the nature of the service act and the direct recipient of the service. Lovelock (2001) discusses that services may be represented in four categories, people processing, possession processing, mental stimulus processing and information processing which have distinctive implications for marketing, operations and human resource strategies. Since customers are mostly an integral part of the service process and the direct recipient in people processing and mental stimulus processing categories, the testing of the theoretical model in those categories is highly recommended. On the other hand, Lovelock (2001) argues that financial services are highly dependent on effective collection and processing of information and thus may be positioned in the information processing category. In addition, he discusses that although the advances in information technology enable the firms deliver the same core product at a distance in this service category, as habit and tradition play a vital role in service delivery systems and service usage patterns, the professionals and the customers may still prefer face-to-face interaction. However, as the customers get used to the Internet, the videophones and the computer-mediated environments, the willingness and the tendency of the customers to engage in personal interaction may decrease. Therefore it is imperative to conduct a longitudinal analysis of the theoretical model

for a further assessment of the effects of the technological advances on the customers' perception of relationship quality and relationship marketing effectiveness.

Although the research is focused to the retail banking segment, the model is thought to be applicable in the corporate banking segment with some slight modifications. Therefore, it is strongly recommended to review the model from a corporate banking perspective and replicate the research across the corporate sector of the banking industry. Furthermore, researchers are encouraged to conduct a cross-cultural testing of the model as well to observe the cultural differences and to see whether the model will provide acceptable fit in other countries. The effect of each variable in the model is expected to show differences regarding the specific cases of each country and especially the characteristics of the salesperson involved in services selling and the characteristics of the customer interacting with the service provider are expected to be affected by the cultural properties to a significant extent.

Another suggestion of vital importance for further research is the recommendation for a longitudinal analysis of the model, which is supposed to provide deeper understanding of the factors affecting relationship quality and the consequences of relationship quality throughout a wider time perspective.

As mentioned in the "Limitations of the Study" section, several important considerations regarding the interpretation of the findings are related with the data collection procedure. In order to overcome the problems related with data collection, a special team may be constructed for data collection purposes and instead of the branch personnel, this specially trained team may perform data collection which will

completely eliminate the concerns related to the respondent selection, questionnaire distribution and data collection.

In order to eliminate the drawbacks related with the single-item measures used in the research, separate scales having more than three indicators that will be compliant with the Turkish culture could be developed and tested. Furthermore, the model could be separated and analyzed in two parts; the first part including the antecedents of relationship quality and the second part dealing with the consequences of relationship quality.

Several authors in the literature have investigated whether the physical attractiveness of the salesperson have an effect on the inferences of the customer towards salespeople's traits (Ahearne et al., 1999; Debevec, 1986; Eagly et al., 1991). Ahearne et al. (1999) found empirical evidence indicating that attractiveness led to higher levels of perceived communication ability, likeability, expertise and trustworthiness in pharmaceutical services. In addition, they found that as the length of the relationship increases, the effect of the physical attractiveness of the salesperson diminishes. Hence, they conclude that over time, the satisfactory performance of the salesperson leads to commitment to the relationship, which in turn decreases the effect of the inferential factors. Similarly, Reingen and Kernan (1993) argue that attractiveness is expected to have the greatest effect on first-time purchases but play a less important role in subsequent interactions. Therefore, the attractiveness of the salesperson may serve as an influencing factor in the formation of relationship rather than the maintenance or the enhancement of it. Consequently, it should be noted that the investigation of the effect of the physical attractiveness of

the salesperson on the relationship quality and the relationship marketing effectiveness may be fruitful in further research.

As the model proposed in the research aims to determine the immediate outcomes of relationship quality, further research should focus on the consequences of relationship marketing effectiveness and hence try to establish a linkage between the behavioral outcomes of the customer in case effective relationship marketing efforts of the firm and the salesperson are perceived by the customer. Such a model might be of great use in combining the relationship marketing efforts of the firm and the salesperson with operational efficiencies of the firm, reduced costs, increased spending of the customer and thus increased profitability of both of the parties engaged in service interaction. Since one of the main objectives of relationship marketing is discussed to be the development of a mutually beneficial and profitable long-term relationship with the customer (Ravald and Grönroos, 1994), and the effectiveness of relationship marketing efforts of the firms are thought to be strictly dependent on customer perceptions of those efforts and the willingness of the customer to engage in relationship building activities (O'Malley and Tynan, 2000), such a model is supposed to provide an important contribution to relationship marketing literature.

Conclusion

Relationship marketing which emerged in the field of services marketing during the 1980s (Berry, 1983), has started gaining more attention both among practitioners and academics as the changes in the external environment such as technological advances and changes in customer dynamics dictated the firms to put a special emphasis on retaining customers and establishing long term relationships with the customers. The necessity of developing greater and sustainable competitive advantages in the field of services marketing has triggered relationship marketing to become a topic of great and inevitable interest to marketing organizations including banks. Empirical findings indicate that the cost of serving a loyal customer is five times less than the cost of finding, attracting, serving and retaining a new customer (Rosenberg and Czepiel, 1983; Kotler and Keller, 2006; Ndubisi, 2003; Kotler, 2000). Moreover, as discussed by Kotler (2000), the profit rate of the customer is likely to increase through the life of the customer and even a small reduction in the customer defection rate can lead to significant increases in the profitability of the firm. Additionally many authors in the literature suggest that the key to retain the existing customers is the application of relationship marketing practices (Kotler and Keller, 2006; Grönroos, 1994). Therefore, in addition to guiding in understanding the customer, relationship marketing also offers strategies to increasing profitability and market share. Accordingly, many authors suggest that in the world of changing dynamics, companies should focus on relationship building goals rather than short-term targets and hence change the basic principle of their marketing strategies from the relatively

narrower conceptualization of profit-maximization to the establishment of strategic alliances with the customer on a long-term basis (Webster, 1992; Kotler, 1992).

Having recognized the inevitable fact of changing market conditions and the necessity to adapt to those changes, many service companies have started applying different practices. Service providers in the financial sector increasingly have become engaged in relationship marketing efforts in order to achieve several different objectives such as retaining profitable customers and providing distinguished services for valuable clients (Lee, 2002; Paulin et al., 2000; Storbacka, 1997).

The relationship quality construct being one of the most important cornerstones of relationship marketing literature has been defined to be the overall evaluation of the relationship from the customer perspective and stands as the most critical indicator of the likelihood of the continuity and enhancement of the relationship (Johnson, 1996; Jarvelin and Lehtinen, 1996; Crosby et al., 1990; Bejou et al., 1996). Although there exists a wide consensus about the vitality of relationship quality construct in the relationship marketing literature, the majority of the academic work in this area is still conceptual rather than empirical (Harker, 1999; Kandampully and Duddy, 1999; Veloutsou et al., 2002).

The main focus of this research is the exploration and explanation of the relationship quality construct in the context of financial services. The model proposed in this thesis aims to outline the factors affecting relationship quality and the factors being affected by relationship quality. Moreover, the research provides an empirical analysis of the model proposed through the branches of a medium-sized bank in Turkey and a web-survey specifically designed for the research. The major

contributions of this study are the detailed assessment of the relationship quality construct in financial services context with its antecedents and consequences, integration of the literature on relationship quality construct and the empirical analysis of the model in the Turkish financial sector as the represented by the branches of a prominent bank. The study is hoped to be an important step in filling the gap between the extensive conceptual work on relationship quality which lies at the heart of relationship marketing literature and the practical marketing applications.

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APPENDICES

Appendix A. Qualitative Study Interview Guidelines

Guidelines used during the interviews realized for the qualitative part of the research.

All of the participants in the study were Turkish and therefore the interviews were carried out in Turkish. A standard and a systematic framework is followed to be able include all the issues. Below follows the list of discussion items in Turkish (and their English translations in parentheses) used throughout the face-to-face interviews:

INTERVIEW GUIDELINES FOR THE FIRST PART OF THE QUALITATIVE STUDY

1. Genel olarak kaliteyi nasıl tanımlardınız? Tanımınıza göre, bir ilişkinin de kalitesi olduğunu söyleyebilir misiniz? (How would you define quality in general?) According to your definition, can you say that a relationship may be called to have a quality attribute attached to it?)
2. Yaptığınız genel kalite tanımı, ilişkilerin kalitesi için de olduğu gibi kullanılabilir mi? Eğer cevabınız hayırsa ilişki kalitesini nasıl tanımlardınız? (Does your general definition of quality apply exactly to the relationship quality? If not, how would you define relationship quality?)
3. Sizce finansal hizmet satın alırken ya da kullanırken, satış temsilcisi ile aranızda var olan ilişkinin kalitesini oluşturan temel unsurlar nelerdir? (What do you

believe are the basic components forming the quality of the relationship between the salesperson and you when buying or using financial services?)

4. Finansal hizmet satın alırken ya da kullanırken, satış temsilcisi ile aranızda var olan ilişkinin kalitesini belirleyen faktörler sizce nelerdir? (What do you believe are the factors affecting the quality of the relationship between the salesperson and you when buying or using financial services?)
5. Bir önceki soruda ifade ettiğiniz faktörleri önem sırasına göre nasıl sıralarsınız? Bu faktörlerden hangileri sizin açınızdan yüksek kaliteli bir ilişki için olmazsa olmaz özelliği taşımaktadır? (How would you rank the factors you have expressed in the previous question according to their importance? Which of these factors do you think are vital for a high-quality relationship?)
6. Finansal hizmet satın alırken ya da kullanırken, satış temsilciniz ile aranızda var olan ilişkinin kalitesinin neler üzerinde etkili olduğunu düşünüyorsunuz? (What do you believe the quality of the relationship, between you and the salesperson you are interacting with when buying or using financial services have an effect on?)
7. Finansal hizmet satın alırken ya da kullanırken, satış temsilciniz ile aranızda var olan ilişkinin kalitesinin, satış temsilcisinin özelliklerinden etkilendiğini düşünüyor musunuz? Eğer cevabınız evetse, satış temsilcisinin hangi özellikleri ilişkinizin kalitesi üzerinde etkilidir? (Do you believe that the characteristics of the salesperson you are interacting with when buying or using financial services do affect the quality of your relationship with him or her? If yes, what characteristics of the salesperson affect the quality of your relationship with him or her?)

8. Finansal hizmet satın alırken ya da kullanırken, satış temsilciniz ile aranızda var olan ilişkinin kalitesinin, müşteri olarak sizin bazı özelliklerinizden etkilendiğini düşünüyor musunuz? Eğer cevabınız evetse, hangi özellikleriniz ilişkinizin kalitesi üzerinde etkilidir? (Do you believe that some of the characteristics of yours as a customer when buying or using financial services do affect the quality of your relationship with the salesperson you are interacting? If yes, what characteristics of yours as a customer affect the quality of your relationship with him or her?)
9. Finansal hizmet satın alırken ya da kullanırken, satış temsilciniz ile aranızda var olan ilişkinin kalitesinin, ilişkinin bazı özelliklerinden (ilişki süresi, ilişkinin ortamı vb.) etkilendiğini düşünüyor musunuz? Eğer cevabınız evetse, ilişkinin hangi özellikleri ilişkinizin kalitesi üzerinde etkilidir? (Do you believe that some of the characteristics of the relationship (i.e. relationship longevity, medium of interaction etc.) when buying or using financial services do affect the quality of your relationship with the salesperson you are interacting? If yes, what characteristics of the relationship affect the quality of your relationship with him or her?)
10. Finansal hizmet satın alırken ya da kullanırken, satış temsilciniz ile aranızda var olan ilişkinin kalitesinin, hizmet kalitesinin özelliklerinizden etkilendiğini düşünüyor musunuz? Eğer cevabınız evetse, hizmet kalitesinin hangi özelliklerini ilişkinizin kalitesi üzerinde etkilidir? (Do you believe that some of the characteristics of the service quality when buying or using financial services do affect the quality of your relationship with the salesperson you are

interacting? If yes, what characteristics the service quality affect the quality of your relationship with him or her?)

11. Finansal hizmet satın alırken ya da kullanırken, satış temsilciniz ile aranızda var olan ilişkinin kalitesinin, ilişkinin geleceği (ilişkinin devamlılığı, ilişkinin genişletilmesi vb.) üzerinde etkisi olduğunu düşünüyor musunuz ? (Do you believe that the quality of the relationship between you and the salesperson you are interacting with when buying or using financial services have an effect on the future of the relationship, i.e. relationship continuity, relationship enhancement etc.?)
12. Finansal hizmet satın alırken ya da kullanırken, satış temsilciniz ile aranızda var olan ilişkinin kalitesinin, satıcının müşteriye ileride sunacağı yazılı iletişim çeşitliliği, miktarı ve sıklığı üzerinde etkili olduğunu düşünüyor musunuz? (Do you believe that the quality of the relationship between you and the salesperson you are interacting with when buying or using financial services have an effect on the variety, amount and the frequency of the written information to be provided by the seller to the customer in the future?)
13. Finansal hizmet satın alırken ya da kullanırken, satış temsilciniz ile aranızda var olan ilişkinin kalitesinin yüksek olması, satıcının ileride size daha ayrıcalıklı ve farklı bir hizmet sunmasını sağlayacağını düşünüyor musunuz? (Do you believe that the high quality of the relationship between you and the salesperson you are interacting with when buying or using financial services will cause the seller to treat you in a privileged and a different manner in future interactions?)
14. Finansal hizmet satın alırken ya da kullanırken, satış temsilciniz ile aranızda var olan ilişkinin kalitesinin yüksek olması, satıcının ileride size daha samimi ve

sıcak bir etkileşim sunmasını sağlayacağını düşünüyor musunuz? (Do you believe that the high quality of the relationship between you and the salesperson you are interacting with when buying or using financial services will cause the seller to interact with you in a personal and a warm manner in future interactions?)

15. Finansal hizmet satın alırken ya da kullanırken, satış temsilciniz ile aranızda var olan ilişkinin kalitesinin yüksek olması, satıcının ileride size fiyat indirimi ya da çeşitli hediyeler gibi somut faydalar sunmasını sağlayacağını düşünüyor musunuz? (Do you believe that the high quality of the relationship between you and the salesperson you are interacting with when buying or using financial services will cause the seller to offer you tangible benefits such as pricing or gift incentives in future interactions?)
16. Eğer siz finansal hizmetler sunan bir satış temsilcisi olsaydınız, müşterilerinizle aranızdaki ilişkinin kalitesini arttırmak için en çok hangi konulara dikkat ederdingiz? (If you were a salesperson providing financial services, what would you be paying the most attention on to increase the quality of the relationship between you and your customers?)

INTERVIEW GUIDELINES FOR THE SECOND PART OF THE QUALITATIVE STUDY

During the second part of the qualitative study firstly, the respondents were provided a brief summary about the definitions of the constructs to be discussed prior to the interviews. Then the respondents were provided the proposed questionnaire in

Turkish (please refer to Appendix D), and the operational definition listing of all the constructs used in the model (please refer to Appendix E). Later the respondents were asked to evaluate each item in each scale (excluding the items having one item) according to the contribution they make in the explanation of the construct being discussed. And finally were asked to choose best item (or items) that may be used as the representative of the overall scale. Below follows the guideline in Turkish (and the English translation in parentheses) used throughout the second phase of the qualitative study.

1. Elinizdeki listede yer alan soruları, karşılarında verilen kavramları anlamaya ve açıklamaya sağladığı katkı açısından değerlendiriniz. Herbir sorunun bu kavramları anlamak ve açıklamak açısından güçlü ya da zayıf yönleri sizce nelerdir? (Please evaluate the questions in the list you were provided, according to the contributions they make in understanding and in explaining the corresponding constructs. What do you think are the strengths and weaknesses of each question in explaining the corresponding constructs?)
2. Bu soruları, karşılarında verilen kavramları açıklamaya ve anlamaya yaptıkları katkı açısından nasıl sıraladınız? (How would you rank those items according to the contribution they make in understanding and explaining the corresponding constructs?)
3. Sizce bu soruların hangisi ya da hangileri, ilgili skalaların karşılarında verilen kavramları anlamaya ve açıklamaya sağladığı katkının büyük bir kısmını zaten sağlamakta? (Which of the item or items do you think already make a major part of the contribution that the whole scale is supposed to make in understanding and explaining the corresponding construct?)

4. Eđer verilen kavramları anlamak ve açıklamak için sizlere verilen bu soruların birini ya da birkaçını seçmeniz gerekseydi, her bir kavram için hangi soruları seçerdiniz? (If you were to choose one or a few questions among the questions you were provided, which questions would you choose for each construct?)

Appendix B. Original Texts Obtained in Turkish During Qualitative Study

This section provides the original texts in Turkish obtained during qualitative study.

Herhangi bir ilişki türünden bahsederken, ilişkinin kalitesi muhatap olduğunuz kişiye doğrudan bağlıdır. Diğer, her ne koşul sağlanmış olsa dahi, güvenilir, konusunda uzman ve sizi önemseyen bir satış temsilcisi olmadıkça ne kaliteden ne de çift taraflı bir ilişkiden bahsetmek mümkün değildir (Quotation 1).

Günümüz dünyasında müşterilere doğru şekilde yaklaşmayı başaran, onlara sadece parası için yaklaşmadığı izlenimini verebilen, güvenilir bir görüntü sergileyebilen ve her durumda sadece gerçekleri söyleyen satış temsilcileri bulmak o kadar zor ki. Bunlar olmadan bu tür ilişkilerin kalitesini nasıl arttırabiliriz ki? (Quotation 2)

Madem ki en modern satış tekniklerine göre dahi müşteri velinimet, dünya müşteri ekseninde dönmeli. Yani, müşteriye özen gösterilmeli, onun istekleri herşeyden önemli olmalı, herhangi bir ihtilafta müşterinin dediği olmalı. Ben de müşteri olarak beni en çok mutlu eden, bana en az problem çıkaran, benim için çabaladığını gördüğümü seçmeliyim. Beni düzenli olarak arayıp sormayan, bana ilgisini hissettirmeyen bir satış temsilcisi ile olan ilişkimin kalitesi nasıl artabilir ki? Bence ilişki kalitesi müşteriye gösterilen ihtimamdır (Quotation 3).

Ben bir satıcının gözlerine baktığımda herşeyi anlarım zaten. Aramızdaki ticari ilişkinin insani boyutuna ne kadar dikkat gösterdiğini, satış hedeflerini tutturmanın onun için ne kadar öncelikli olduğunu, sorduğum sorulara ne kadar özenli ve detaylı cevap vereceğini tahmin etmek hiç de zor olmaz. Hele bir de hiç

ilgimi çekmeyen ürünlerle ilgili konuşmaya başladığında o ilişki zaten başlamadan biter (Quotation 4).

İlişki kalitesinin bence en önemli belirleyicileri satış temsilcisinin ilişkiyi kazan-kazan esasına dayandırması ve ilişkiyi devam ettirmek, geliştirmek ve zenginleştirmek için çaba sarfetmesidir (Quotation 5).

Finansal hizmetler bir müşteri olarak benim refahımı doğrudan etkileyen bir alan olduğundan, ilişki kalitesinin öncelikle satış temsilcisinin konu ile ilgili ne kadar bilgili olduğuna, ne kadar dürüst olduğuna bağlı olduğuna ve müşteri olarak benim çıkarlarımı ne kadar düşündüğüne bağlı olduğuna inanıyorum. Satış temsilcisinin ne kadar çekici olduğu, ne kadar etkileyici bir konuşma tarzı olduğu ya da kartvizitinde yazan ünvanı benim için hiç de önemi yoktur. Satış temsilcisinin bana ne kazandırdığı ya da kazandırmadığı ilişkimizin kalitesi üzerinde belirleyici olacaktır (Quotation 6).

Bazen düşünüyorum da satış temsilcisi ya da satıcı olunmuyor ama öyle doğuluyor sanki. Müşteriye nasıl yaklaşılacağını bilmek ayrı bir sanat, bu sanatı iyi uygulayanlarla muhatap olduğunuzda da ortaya yüksek kaliteli bir ilişki çıkacağı neredeyse garanti gibi (Quotation 7).

Öyle insanlar tanıyorum ki, onlarla resmi dahi olsa bir ilişki kurmak çok ama çok zor. Bu tip insanlara finansal hizmet satmak için görevlendirilmiş bir satış temsilcisi olmak istemezdim. Böyle bir durumda ilişkinizin kalitesini iyileştirmek adına yapabileceğiniz pek bir şey olduğunu düşünmüyorum (Quotation 8).

Eğer bir satıcı-müşteri ilişkisi kaliteliyse uzun sürecektir, uzun sürüyorsa kalitelidir (Quotation 9).

Senelerdir aynı banka ve aynı insanlarla çalışan birisi olarak şunu söyleyebilirim ki, süre geçtikte iki taraf da birbirini daha iyi anlamaya başlıyor. Bu da beklentilerin otomatikman yerine getirilmesini sağladığından ilişkimiz kendiliğinden yüksek kaliteli bir hal alıyor (Quotation 10).

Bir keresinde satış temsilcim bana bir müşteri olarak benimle çalışmanın çok kolay olduğunu söylemişti. Düşünüyorum da müşterinin gerek kişisel özellikleri gerekse de bir ilişkide kendisini nasıl konumlandığı ilişkinin geleceği ve kalitesi üzerine oldukça belirleyici olabiliyor (Quotation 11).

Yüzyüze yapılmayan bir görüşme, ilişki olarak nitelenebilir mi bilmiyorum. Nitelense bile bu ilişkinin kalitesinden bahsetmek ne kadar mümkün? (Quotation 12)

Telefonla etkileşim bir ölçüde tolere edilebilir olsa da, internet müşteri temsilcimle aramdaki ilişkiyi gerçekten olumsuz etkiliyor. Tabii ki yüzyüze iletişim en samimisi (Quotation 13).

Satış temsilcimle aramdaki ilişkinin kalitesinin gizli belirleyicilerinden birinin, bana sunulan hizmetin benim için ne kadar önem ifade ettiği olduğunu düşünüyorum (Quotation 14).

Sık olan her ilişki yüksek kaliteli olmayabilir ama yüksek kaliteli bir ilişki sık değilse bile düzenli etkileşimi gerektirir (Quotation 15).

Satış temsilcisi ile aramdaki ilişkinin kalitesi, aldığım hizmetin kalitesi ile doğrudan ilişkilidir diye düşünüyorum. Öyle ki, şayet aldığınız hizmet sizin için yüksek kalite ifade etmiyorsa, sadece ilişki yüksek kaliteli olabilir mi? (Quotation 16)

Müşteri temsilcimin bana verdiği sözleri tutması ilişkimizin kalitesinin en önemli belirleyicilerindendir. Olumsuz bir örnek bile o ilişkiyi sonlandırmam için yeterlidir (Quotation 17).

Yardıma ihtiyacım olduğunda daima zamanında, istekli ve detaylı cevap alacağımı bildiğim bir satış temsilcisi ile kurduğum ilişki benim için yüksek kalite ifade eder (Quotation 18).

Eğer ilişkinin kalitesini ilişkinin tamamına dair bir değerlendirme olarak düşünürsek, satış temsilcisinin görüntüsünün, gittiğiniz şubenin konforunun, size sunulan kahvenin tadının az da olsa bu kalite üzerinde etkili olmadığını söyleyebilir miyiz? Bana hediye edilen kalemin markası dahi az ya da çok etkilidir bence (Quotation 19).

Ben şubeye müşteri temsilcimle görüşmeye gittiğimde çoğu zaman aslında beklediğim kendimi özel hissettirilmemdir. O banka için birşeyler ifade ettiğimi gördüğüm oranda ve bana özel muamele yapıldığı kadar bu ilişki kalitelidir (Quotation 20).

Müşteri temsilcim bana birşeyler önerirken, onun kabiliyetlerinden, bilgisinden ya da öngörüsünden hiçbir şüphe duymamalıyım ki, ilişkimizin kalitesini yüksek olarak değerlendireyim ve ben de bu ilişkinin devamı için çaba harcayayım (Quotation 21).

Bazen hayatımda bir değişiklik yapmam gerektiğini düşündüğümde, aklıma çalıştığım banka ve müşteri temsilcisi de geliyor aslında. Ama daha sonra, her ziyaretimde bana gösterilen özel ilgiyi ve son bir sene içerisinde yaptığımız yatırımların getirisini hatırladığımda, bunun çok da mantıklı olmadığını

düşünüyorum. Sanırım ilişki kalitesini etkileyen faktörler bu anlattıklarımın içerisinde bir yerlerde gizli (Quotation 22).

Müşteri memnuniyeti ilişki kalitesinin kalbinde yer alır diye inanıyorum. Öyle ki, eğer ilişkinizi yüksek kaliteli olduğunu düşünüyorsanız bu ancak satış temsilciniz, onun sunduğu hizmetler ve de bağlı bulunduğu organizasyon beklentilerinizi karşılıyordur. Eğer beklentileriniz karşılanıyorsa da memnun bir müşterisinizdir (Quotation 23).

Bankamın ya da satış temsilcimin verdiği taahhütleri yerine getirip getirmediği, benim finansal kazanç ya da kayıplarımın onlar için ne kadar önemli olduğu, ilişki kalitesinin ta kendisidir (Quotation 24).

Memnun olmayan bir müşteriye ilişki kalitesi ile soru sorduğunuzda muhtemelen hiçbir cevap alamazsınız (Quotation 25).

Bir keresinde sözleşmemizde yer almayan bir durumla ilgili problemi çözümlerken, benim çıkarlarımı öncelikli olarak ele alan satış temsilcim acaba aramızdaki ilişkinin kalitesi ile ilgili düşündüklerimi bu kadar kökten etkilediğini biliyor muydu, merak ediyorum (Quotation 27).

Satış temsilcimle olan ilişkimizin geçmişini düşünerek gelecekle ilgili bir beklenti oluşur kafamda. Artık hangi durumda nasıl bir hizmet alacağımı kolaylıkla kestirebilirim. Tahminlerime uygun sonuçlar aldıkça da var olan memnuniyetim devam eder ve bu da ilişkimizin kalitesini zaman içinde oluşturur (Quotation 28).

Hizmet aldığım satış temsilcisinin bağlı olduğu organizasyonla ilgili kamuoyundaki görüşler, diğer faktörlerle birlikte kafamdaki ilişki kalitesini şekillendirir (Quotation 29).

Bir müşteri olarak, ilişki kalitesi ile ilgili düşüncemin oluşması için uzun bir zaman gerektiğini düşünüyorum. Bu süre boyunca da anlık ya da günlük memnuniyetin değil, çalıştığım bankanın ya da müşteri temsilcisinin o period boyunca bende uyandırdığı memnuniyet hissini dikkate alır ve ilişki kalitesi ile ilgili düşüncemi onun üzerine inşa ederim (Quotation 30).

Güven, güven ve güven. İlişki kalitesi demek güvenmek demek. Karşınızdaki insana ve kuruma gerçekten güveniyorsanız, o zaman sizin ilişkinizin kalitesi yüksektir (Quotation 31).

Kalitesi yüksek olan bir ilişkiyi sona erdirmeyi neden düşünesiniz ki? Eğer firma ya da satış temsilcisi sizinle olan ilişkisinin kalitesini yüksek tutmayı başaramıyorsa, demek ki bu ilişkiyi sürdürmek için çaba sarfediyordur. Bu da bir müşteri için bulunmaz bir fırsattır (Quotation 32).

Bankamla olan ilişkimin kalitesi yükseldikçe, satış temsilcimin bu ilişkinin devamlılığını sağlamak için daha fazla çaba gösterdiğini hissediyorum. Bu da beni bu ilişkiyi sürdürme adına beni motive ediyor (Quotation 33).

Müşteri temsilcimle aramızdaki bağ güçlendikçe, beni bir müşteri olarak daha fazla tanımak ve bana daha iyi hizmet sunmak için çalıştığını farkettim (Quotation 34).

Çalıştığım banka ile ilişkilerimiz uzun süreli ve daha yüksek kaliteli bir hal almaya başladığında, bana özel ürün teklifleri, bazı ürünlerde özel oranlar ve indirimler kazanmaya başladım (Quotation 35).

Bir bankanın müşteri özelinde kurduğu iletişim çabalarının müşteri ile banka arasında var olan ilişkinin kalitesinden etkilendiğine inanıyorum (Quotation 36).

Biliyorsunuz CRM uygulamalarının çoğunda banka için karlı olan müşteriler için özel kampanyalar, müşteri özelinde promosyonlar ve ürün teklifleri hazırlanması amaçlanır.Banka tarafında yürütülen bu çabaların müşteri tarafından ne kadar algılandığı bence o müşterinin ilişkiyi ne kadar kaliteli bulduğuna da bağlıdır (Quotation 37).

Eğer müşteri temsilcinizle ya da bankanızla kurduğunuz ilişkiyi yüksek kaliteli buluyorsanız, bankanızın sizin gibi müşteriler için özelleştirilmiş hizmet sunmasını, size özel hediyeler vermesini ve sizi diğer müşterilerinden farklılaştırılmasını beklemenizden, ve bankanızın bu yönde atacağı adımları algılamakta ve dikkate almakta zorluk çekmeyeceğiniz aşıkâr değil mi? (Quotation 38)

Eğer ilişkimizin kalitesinden memnunsam, bu ilişkiyi devam ettirmek ve genişletmek için elimden geleni yaparım ve müşteri temsilcimden ve bankamdan da aynısını beklerim (Quotation 39).

Müşterinin algılanması yeterli düzeyde olmadıkça bankanın mevcut müşterisini korumak ve de bu müşterilerle olan ilişkisinin kapsamını genişletmek için yapacağı çalışmaların faydası olmayacaktır.Ve bunun da anahtarı ilişkinin kalitesidir (Quotation 40).

Appendix C. Proposed Questionnaire before Refinement (English Version)

Section I) Please indicate how strongly you agree or disagree with the following statements regarding the salesperson involved in financial services selling, you are using.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
1. The salesperson is knowledgeable and experienced in insurance.	_____	_____	_____	_____	_____
2. The salesperson is knowledgeable and experienced in investment funds.	_____	_____	_____	_____	_____
3. The salesperson is knowledgeable and experienced in tax planning.	_____	_____	_____	_____	_____
4. The salesperson is knowledgeable and experienced in financial planning.	_____	_____	_____	_____	_____
5. The salesperson is knowledgeable and experienced in portfolio management.	_____	_____	_____	_____	_____
6. The salesperson is knowledgeable and experienced in credit cards.	_____	_____	_____	_____	_____
7. The salesperson stresses the truth in the service representations.	_____	_____	_____	_____	_____
8. The salesperson talks first and listens to my needs later.	_____	_____	_____	_____	_____
9. The salesperson tries to convince me to buy more than I need.	_____	_____	_____	_____	_____
10. The salesperson paints rosy pictures of the services to make them sound as good as possible.	_____	_____	_____	_____	_____

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
11. The salesperson makes recommendations based on what he thinks he can sell, and not on the basis of long-term satisfaction.	_____	_____	_____	_____	_____
12. The salesperson gives accurate representations of what the service will do for me.	_____	_____	_____	_____	_____
13. The salesperson tries to get me to discuss my service needs.	_____	_____	_____	_____	_____
14. The salesperson tries to help me achieve my financial objectives.	_____	_____	_____	_____	_____
15. The salesperson tries to figure out what my financial needs are.	_____	_____	_____	_____	_____
16. The salesperson has my best interests as a customer in mind.	_____	_____	_____	_____	_____
17. The salesperson takes a problem-solving approach in selling to me.	_____	_____	_____	_____	_____
18. The salesperson recommends the services best suited to solve my financial problems.	_____	_____	_____	_____	_____
19. The salesperson tries to find out which services would be most helpful to me as a customer.	_____	_____	_____	_____	_____
20. The salesperson applies sales pressure even though he/she knows the product is not right for me.	_____	_____	_____	_____	_____
21. The salesperson implies that things are beyond his/her control when in reality they are not.	_____	_____	_____	_____	_____

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
22. The salesperson spends more time trying to persuade than trying to discover my service needs.	_____	_____	_____	_____	_____
23. The salesperson agrees with me only to please me.	_____	_____	_____	_____	_____
24. The salesperson is always looking for ways to apply pressure to make me buy.	_____	_____	_____	_____	_____
25. The salesperson provides information that can be trusted.	_____	_____	_____	_____	_____
26. The salesperson provides timely and error-free information.	_____	_____	_____	_____	_____
27. The salesperson fulfills his/her promises.	_____	_____	_____	_____	_____
28. The salesperson provides information about quality and service-related problems.	_____	_____	_____	_____	_____
29. The salesperson makes adjustments to my needs.	_____	_____	_____	_____	_____
30. The salesperson tailor-makes service offering to my needs.	_____	_____	_____	_____	_____
31. The salesperson is flexible when my financial needs change.	_____	_____	_____	_____	_____
32. The salesperson avoids potential conflicts.	_____	_____	_____	_____	_____
33. The salesperson solves manifest conflicts before they create problems.	_____	_____	_____	_____	_____

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
34. The salesperson openly discusses solutions when problems arise.	_____	_____	_____	_____	_____

Section II) Please choose the appropriate response (considering the last 1 year period) in the following statements regarding the salesperson involved in financial services selling you are using.

	Five times or more	Four times	Two or three times	Once	Never
1. I was contacted by my agent who wanted to stay "in touch" and make sure I was still satisfied.	_____	_____	_____	_____	_____
2. I was contacted by my agent who wanted to keep abreast of changes in my family and financial needs.	_____	_____	_____	_____	_____
3. I was contacted by my agent who wanted to make changes in my portfolio to better serve my needs.	_____	_____	_____	_____	_____
4. I was contacted by my agent who wanted to restructure my portfolio to better serve my needs.	_____	_____	_____	_____	_____
5. My agent explained why it is a good idea to keep my current portfolio.	_____	_____	_____	_____	_____
6. I received something of a personnel nature from my agent (e.g. birthday card, holiday gift, etc.)	_____	_____	_____	_____	_____
7. I was contacted by my agent who wanted to sell me more life insurance.	_____	_____	_____	_____	_____

Five times or more Four times Two or three times Once Never

8. I was contacted by my agent who _____
 wanted to describe new types of
 financial services that had become
 available.

Section III) Please indicate how strongly you agree or disagree with the following statements regarding the salesperson involved in financial services selling you are using.

Strongly Agree Agree Neither Agree Nor Disagree Disagree Strongly Disagree

1. My agent has confided in me a lot of _____
 information about his/her own
 financial situation and dealings.
2. My agent has confided in me a lot of _____
 information about his/her own
 financial goals and objectives, even
 hopes and dreams for the future.
3. My agent has confided in me a lot of _____
 information about his/her
 background, personal life, and family
 situation.
4. My agent has told me a lot about _____
 financial mistakes he/she made in the
 past.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
5. My agent has told me a lot about his/her job (e.g., responsibilities, failures and accomplishments, likes and dislikes for occupation).	_____	_____	_____	_____	_____
6. My agent has confided in me a lot of information about his/her values, religious beliefs, and political beliefs.	_____	_____	_____	_____	_____
7. I have confided in the agent a lot of information about my current financial situation (e.g., income, assets, investments, and obligations).	_____	_____	_____	_____	_____
8. I have confided in the agent a lot of information about my financial goals and objectives, even hopes and dreams for the future.	_____	_____	_____	_____	_____
9. I have confided in the agent a lot of information about my background, personal life, and family situation.	_____	_____	_____	_____	_____
10. I have told the agent about the financial mistakes I made in the past.	_____	_____	_____	_____	_____
11. I have told the agent a lot about my job (e.g., responsibilities, failures and accomplishments, likes and dislikes of occupation).	_____	_____	_____	_____	_____
12. I have expressed to my agent my liking and respect for him/her as a person.	_____	_____	_____	_____	_____

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
13. I have confided in the agent a lot of information about my values, religious beliefs, and political beliefs.	_____	_____	_____	_____	_____
14. I have expressed to the agent my dissatisfaction with other financial advisors I have such as my lawyer, accountant, insurance agent or other financial service providers.	_____	_____	_____	_____	_____
15. My agent has expressed a willingness to help me make my financial decisions even if there is nothing in it for him/her.	_____	_____	_____	_____	_____
16. My agent takes the time to prepare formal proposals for me to evaluate.	_____	_____	_____	_____	_____
17. My agent treats me the same whether we're talking about \$5,000 portfolio or a \$50,000 policy.	_____	_____	_____	_____	_____
18. My agent has expressed a desire to develop a long-term relationship.	_____	_____	_____	_____	_____

Section IV) Please indicate how strongly you agree or disagree with the following statements regarding yourself.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
1. Generally, I am someone who likes to seek contact with others.	_____	_____	_____	_____	_____

	Strongly Agree	Agree	Neither Nor Disagree	Disagree	Strongly Disagree
2. Generally, I am someone who has no difficulty "mingling" in a group.	_____	_____	_____	_____	_____
3. Generally, I am someone who, given the chance, seeks contact with others.	_____	_____	_____	_____	_____
4. Generally, I am someone who likes to be a regular customer of the same financial institution.	_____	_____	_____	_____	_____

Section V) Please indicate the appropriate selection in the following statements regarding your thoughts about financial services.

1. Important	____:____:____:____:____:____:____	Not Important
2. Of no concern	____:____:____:____:____:____:____	Of concern to me
3. Irrelevant	____:____:____:____:____:____:____	Relevant
4. Means a lot to me	____:____:____:____:____:____:____	Means nothing to me
5. Useless	____:____:____:____:____:____:____	Useful
6. Valuable	____:____:____:____:____:____:____	Worthless
7. Trivial	____:____:____:____:____:____:____	Fundamental
8. Beneficial	____:____:____:____:____:____:____	Not Beneficial
9. Matters to me	____:____:____:____:____:____:____	Does not matter
10. Uninterested	____:____:____:____:____:____:____	Interested
11. Significant	____:____:____:____:____:____:____	Insignificant
12. Vital	____:____:____:____:____:____:____	Superfluous
13. Boring	____:____:____:____:____:____:____	Interesting
14. Unexciting	____:____:____:____:____:____:____	Exciting
15. Appealing	____:____:____:____:____:____:____	Unappealing
16. Mundane	____:____:____:____:____:____:____	Fascinating
17. Essential	____:____:____:____:____:____:____	Nonessential

18. Undesirable _____:_____:_____:_____:_____:_____:_____ Desirable
19. Wanted _____:_____:_____:_____:_____:_____:_____ Unwanted
20. Not needed _____:_____:_____:_____:_____:_____:_____ Needed

Section VI) Please indicate how strongly you agree or disagree with the following statements regarding your feelings about your service provider.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
1. I feel emotionally attached to this service provider.	_____	_____	_____	_____	_____
2. I continue to deal with this service provider because I like being associated with her/him.	_____	_____	_____	_____	_____
3. I continue to deal with this service provider because I genuinely enjoy my relationship with her/him.	_____	_____	_____	_____	_____
4. On average, how many times a year, do you interact with your service provider? _____times					
5. For how long have you been interacting with this service provider?					
___ Less than a year					___Between 1 year and 20 months
___ Between 20 months and 28 months					___ Between 28 months and 36 months
___More than 3 years					
6. Generally how do you interact with your service provider?					
___ Face-to-face					___ By means of electronic medium

Section VII) Please indicate how strongly you agree or disagree with the following statements regarding your service provider.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
1. This service provider has up-to-date equipment.	_____	_____	_____	_____	_____
2. This service provider's physical facilities are visually appealing.	_____	_____	_____	_____	_____
3. This service provider's employees are well dressed and appear neat.	_____	_____	_____	_____	_____
4. The appearance of the physical facilities of this service provider is in keeping with the type of service provided.	_____	_____	_____	_____	_____
5. When this service provider promises to do something by a certain time, it does so.	_____	_____	_____	_____	_____
6. When you have problems, this service provider is sympathetic and reassuring.	_____	_____	_____	_____	_____
7. This service provider is dependable.	_____	_____	_____	_____	_____
8. This service provider provides its services at the time it promises to do so.	_____	_____	_____	_____	_____
9. This service provider keeps its records accurately.	_____	_____	_____	_____	_____
10. This service provider does not tell customers exactly when services will be performed.	_____	_____	_____	_____	_____

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
11. You do not receive prompt service from this service provider.	_____	_____	_____	_____	_____
12. Employees of this service provider are not always willing to help customers.	_____	_____	_____	_____	_____
13. Employees of this service provider are too busy to respond to customer requests promptly.	_____	_____	_____	_____	_____
14. The behavior of this service provider instills confidence in customers.	_____	_____	_____	_____	_____
15. You feel safe in your transactions with this service provider.	_____	_____	_____	_____	_____
16. Employees of this service provider are consistently courteous to you.	_____	_____	_____	_____	_____
17. Employees of this service provider have the knowledge to answer your questions.	_____	_____	_____	_____	_____
18. This service provider does not give you individual attention.	_____	_____	_____	_____	_____
19. Employees of this service provider do not give personal attention.	_____	_____	_____	_____	_____
20. Employees of this service provider do not know what your needs are.	_____	_____	_____	_____	_____
21. This service provider does not have your best interests at heart.	_____	_____	_____	_____	_____
22. This service provider does not have operating hours convenient to all their customers.	_____	_____	_____	_____	_____

Section VIII) Please indicate how strongly you agree or disagree with the following statements regarding your service provider and salesperson.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
1. This service provider is honest about problems.	_____	_____	_____	_____	_____
2. This service provider has high integrity.	_____	_____	_____	_____	_____
3. This service provider is trustworthy.	_____	_____	_____	_____	_____
4. This service provider is concerned about my welfare.	_____	_____	_____	_____	_____
5. When I confide my problems to this service provider, I know they will respond with understanding.	_____	_____	_____	_____	_____
6. I can count on this service provider considering how their actions affect me.	_____	_____	_____	_____	_____
7. This salesperson is honest about problems.	_____	_____	_____	_____	_____
8. This salesperson has high integrity.	_____	_____	_____	_____	_____
9. This salesperson is trustworthy.	_____	_____	_____	_____	_____
10. This salesperson is concerned about my welfare.	_____	_____	_____	_____	_____
11. When I confide my problems to this salesperson, I know he/she will respond with understanding.	_____	_____	_____	_____	_____
12. I can count on this salesperson considering how his/her actions affect me.	_____	_____	_____	_____	_____
13. I am satisfied with the personnel of this service provider.	_____	_____	_____	_____	_____

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
14. I am satisfied with the core service of this service provider.	_____	_____	_____	_____	_____
15. I am satisfied with this service provider organization.	_____	_____	_____	_____	_____
16. I am willing to enhance the scope of the relationship with this service provider.	_____	_____	_____	_____	_____
17. This service provider makes efforts to increase regular customer loyalty.	_____	_____	_____	_____	_____
18. This service provider makes various efforts to improve its ties with regular customers.	_____	_____	_____	_____	_____
19. This service provider really cares about keeping regular customers.	_____	_____	_____	_____	_____
20. This service provider often sends mailings to regular customers.	_____	_____	_____	_____	_____
21. This service provider keeps regular customers informed through mailings.	_____	_____	_____	_____	_____
22. This service provider often informs regular customers through brochures.	_____	_____	_____	_____	_____
23. This service provider makes greater efforts for regular customers than for non-regular customers.	_____	_____	_____	_____	_____
24. This service provider offers better service to regular customers than to non-regular customers.	_____	_____	_____	_____	_____

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
25. This service provider does more for regular customers than for non-regular customers.	_____	_____	_____	_____	_____
26. This service provider takes the time to personally get to know regular customers.	_____	_____	_____	_____	_____
27. This service provider often holds personal conversations with regular customers.	_____	_____	_____	_____	_____
28. This service provider often inquires about the personal welfare of regular customers.	_____	_____	_____	_____	_____
29. This service provider rewards regular customers for their patronage.	_____	_____	_____	_____	_____
30. This service provider offers regular customers something extra since they keep their relationships with the firm.	_____	_____	_____	_____	_____
31. This service provider really cares about keeping regular customers by following a loyalty management strategy.	_____	_____	_____	_____	_____

Section IX) Please answer the following questions about yourself.

1. How old are you?

___ Less than 25 ___ Between 26 and 35 ___ Between 36 and 45

___ Between 46 and 55 ___ More than 56

2. What is your gender?

☐ Male ☐ Female

3. What is your highest education degree?

☐ High School or less ☐ University ☐ Postgraduate degree

4. What is your annual family income?

☐ Less than TL 19 billion ☐ Between TL 19 billion and TL 45 billion

☐ Between TL 46 billion and TL 90 billion ☐ Between 91 billion and TL 180 billion

☐ More than 180 billion

5. What is your occupation?

☐ Blue Collar ☐ Administrative or clerical ☐ Managerial

☐ Professional ☐ Self-employed

6. What is your marital status?

☐ Married ☐ Single ☐ Other

Thanks for your time and your cooperation!

Appendix D. Proposed Questionnaire before Refinement (Turkish Version)

Bölüm I) Lütfen, kullanmakta olduğunuz finansal hizmetlerdeki satış temsilcisi ile ilgili aşağıda yer alan ifadelere ne ölçüde katılıp, katılmadığınızı işaretleyiniz.

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
1. Satış temsilcisi sigorta konusunda bilgi sahibi ve deneyimlidir.	_____	_____	_____	_____	_____
2. Satış temsilcisi yatırım fonları konusunda bilgi sahibi ve deneyimlidir.	_____	_____	_____	_____	_____
3. Satış temsilcisi vergi planlaması konusunda bilgi sahibi ve deneyimlidir.	_____	_____	_____	_____	_____
4. Satış temsilcisi finansal planlama konusunda bilgi sahibi ve deneyimlidir.	_____	_____	_____	_____	_____
5. Satış temsilcisi portföy yönetimi konusunda bilgi sahibi ve deneyimlidir.	_____	_____	_____	_____	_____
6. Satış temsilcisi kredi kartları konusunda bilgi sahibi ve deneyimlidir.	_____	_____	_____	_____	_____
7. Satış temsilcisi hizmet sunumlarında doğruluğa önem verir.	_____	_____	_____	_____	_____
8. Satış temsilcisi önce konuşur, ihtiyaçlarımı daha sonra dinler.	_____	_____	_____	_____	_____
9. Satış temsilcisi beni, ihtiyacım olduğundan daha fazla satın almam için ikna etmeye çalışır.	_____	_____	_____	_____	_____

10. Satış temsilcisi, kulağa mümkün olduğunca hoş gelmesi için hizmetlerle ilgili pembe tablolar çizer.	_____	_____	_____	_____	_____
11. Satış temsilcisi uzun vadeli memnuniyet esasına göre değil, satabileceklerini düşünerek tavsiyeler yapar.	_____	_____	_____	_____	_____
12. Satış temsilcisi hizmetin bana verecekleri ile ilgili doğru açıklamalar yapar.	_____	_____	_____	_____	_____
13. Satış temsilcisi hizmet ihtiyaçlarımı tartışmak için bana ulaşmaya çalışır.	_____	_____	_____	_____	_____
14. Satış temsilcisi finansal hedeflerimi tutturmam için bana yardımcı olmaya çalışır.	_____	_____	_____	_____	_____
15. Satış temsilcisi, finansal ihtiyaçlarımı belirlemeye çalışır.	_____	_____	_____	_____	_____
16. Satış temsilcisi, bir müşteri olarak çıkarlarıma önem verir.	_____	_____	_____	_____	_____
17. Satış temsilcisi bana satış yaparken, problem çözme yaklaşımı gösterir.	_____	_____	_____	_____	_____
18. Satış temsilcisi finansal problemlerimi çözmeye en uygun hizmetleri tavsiye eder.	_____	_____	_____	_____	_____
19. Satış temsilcisi bir müşteri olarak bana en yararlı olacak hizmetleri bulmaya çalışır.	_____	_____	_____	_____	_____

20. Satış temsilcisi ürünün benim için uygun olmadığını bilmesine rağmen satış baskısı uygular.	_____	_____	_____	_____	_____
21. Satış temsilcisi gerçekte öyle olmamasına rağmen, bazı şeylerin kontrolü dışında olduğunu ima eder.	_____	_____	_____	_____	_____
22. Satış temsilcisi ikna etmek için, ihtiyaçlarımı keşfetmek için harcadığı zamandan daha fazlasını harcar.	_____	_____	_____	_____	_____
23. Satış temsilcisi sadece beni memnun etmek için benimle mutabık kalır.	_____	_____	_____	_____	_____
24. Satış temsilcisi sürekli bana satış yapmak için baskı kurma yolları arar.	_____	_____	_____	_____	_____
25. Satış temsilcisi güvenilir bilgi verir.	_____	_____	_____	_____	_____
26. Satış temsilcisi zamanında ve hatasız bilgi verir.	_____	_____	_____	_____	_____
27. Satış temsilcisi sözünde durur.	_____	_____	_____	_____	_____
28. Satış temsilcisi kalite ve hizmetle ilgili problemler hakkında bilgi verir.	_____	_____	_____	_____	_____
29. Satış temsilcisi ihtiyaçlarıma göre ayarlamalar yapar.	_____	_____	_____	_____	_____
30. Satış temsilcisi ihtiyaçlarıma tam uyum gösterecek önerilerde bulunur.	_____	_____	_____	_____	_____
31. Satış temsilcisi ihtiyaçlarım değiştiğinde esnektir.	_____	_____	_____	_____	_____
32. Satış temsilcisi potansiyel anlaşmazlıkları önler.	_____	_____	_____	_____	_____

Kesinlikle Katılıyorum Katılıyorum Ne Katılıyorum Ne Katılmıyorum Katılmıyorum Kesinlikle Katılmıyorum

33. Satış temsilcisi görünen _____
anlaşmazlıkları, problem yaratmadan
çözer.
34. Satış temsilcisi problemler ortaya _____
çıktığında, çözümleri açık açık
tartışır.

Bölüm II) Lütfen kullanmakta olduğunuz finansal hizmetlerdeki (son 1 yıllık dönemi göz önüne alarak) satış temsilcisi ile ilgili uygun olan cevabı seçiniz.

	Beş defa veya daha fazla	Dört defa	İki ya da üç defa	Bir defa	Asla
1. Satış temsilcim, irtibatı sürdürmek ve hala memnun olduğumdan emin olmak için benimle kontak kurdu.	_____	_____	_____	_____	_____
2. Satış temsilcim, ailemdeki ve finansal ihtiyaçlarımdaki değişikliklerden haberdar olmak için benimle kontak kurdu.	_____	_____	_____	_____	_____
3. Satış temsilcim, ihtiyaçlarıma daha iyi hizmet etmesi için portföyümde değişiklikler yapmak amacı ile benimle kontak kurdu.	_____	_____	_____	_____	_____
4. Satış temsilcim, ihtiyaçlarıma daha iyi hizmet etmesi için portföyümü yeniden yapılandırmak amacı ile benimle kontak kurdu.	_____	_____	_____	_____	_____
5. Satış temsilcim mevcut portföyümü korumanın neden iyi bir fikir olduğunu açıkladı.	_____	_____	_____	_____	_____
6. Satış temsilcimden kişisel bir şey aldım (doğumgünü kartı, tatil hediyesi vb.)	_____	_____	_____	_____	_____
7. Bana daha fazla hayat sigortası satmak isteyen satış temsilcim benimle kontak kurdu.	_____	_____	_____	_____	_____

Beş defa Dört İki ya da üç Bir defa Asla
veya daha defa defa
fazla

8. Satış temsilcim, piyasaya çıkan yeni _____
finansal hizmetleri açıklamak için _____
benimle kontak kurdu.

Bölüm III) Lütfen, kullanmakta olduğunuz finansal hizmetlerdeki satış temsilcisi ile ilgili aşağıda yer alan ifadelere ne ölçüde katılıp, katılmadığınızı işaretleyiniz.

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
1. Satış temsilcim, kendi finansal durumu ve ilişkileri ile ilgili bana birçok bilgi verdi.	_____	_____	_____	_____	_____
2. Satış temsilcim, kendi finansal amaçları, hedefleri, hatta umutları ve gelecekle ilgili hayallerine dair bana birçok bilgi verdi.	_____	_____	_____	_____	_____
3. Satış temsilcim, kendi geçmişi, kişisel hayatı ve aile durumu ile ilgili bana birçok bilgi verdi.	_____	_____	_____	_____	_____
4. Satış temsilcim, bana geçmişte yaptığı finansal hatalardan bahsetti.	_____	_____	_____	_____	_____
5. Satış temsilcim, bana işi ile ilgili birçok konudan bahsetti (sorumluluklar, başarısızlıklar, başarılar, sevdiği ve sevmediği yönler vb.).	_____	_____	_____	_____	_____
6. Satış temsilcim, kendi değerleri, dini inanışları ve siyasi düşünceleri ile ilgili bana birçok bilgi verdi.	_____	_____	_____	_____	_____
7. Satış temsilcime mevcut finansal durumumla ilgili birçok bilgi verdim (gelir, varlıklar, yatırımlar, yükümlülükler vb.).	_____	_____	_____	_____	_____
8. Satış temsilcime finansal hedeflerim, amaçlarım, hatta umutlarım ve gelecekle ilgili hayallerime dair birçok bilgi verdim.	_____	_____	_____	_____	_____

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
9. Satış temsilcime, kendi geçmişimle, _____ kişisel hayatımla ve aile durumumla ilgili birçok bilgi verdim.	_____	_____	_____	_____	_____
10. Satış temsilcime, geçmişte yaptığım _____ finansal hatalardan bahsettim.	_____	_____	_____	_____	_____
11. Satış temsilcime işimle ilgili birçok _____ konudan bahsettim (sorumluluklar, başarısızlıklar, başarılar, sevdiğim ve sevmediğim yönler vb.).	_____	_____	_____	_____	_____
12. Satış temsilcime, insan olarak _____ hoşnutluğumu ve saygımı ifade ettim.	_____	_____	_____	_____	_____
13. Satış temsilcime, kendi değerlerim, _____ dini inanışlarım ve siyasi düşüncelerim ile ilgili birçok bilgi verdim.	_____	_____	_____	_____	_____
14. Satış temsilcime, avukatım, _____ muhasibem, sigorta acentam veya diğer finansal hizmet sağlayıcılarımdan hoşnutsuzluğumu ifade ettim.	_____	_____	_____	_____	_____
15. Satış temsilcim, kendisi için hiçbir _____ faydası olmamasına rağmen, finansal kararlarımla ilgili bana yardımcı olma arzusunu dile getirdi.	_____	_____	_____	_____	_____
16. Satış temsilcim, benim _____ değerlendirmem için resmi teklifler hazırlamak için zaman ayırır.	_____	_____	_____	_____	_____

Kesinlikle Katılıyorum Katılıyorum Ne Katılıyorum Ne Katılmıyorum Katılmıyorum Kesinlikle Katılmıyorum

17. Satış temsilcim, 5,000\$'lık bir portföyden ya da 50,000\$'lık bir poliçeden bahsetsek, bana aynı şekilde muamele eder. _____
18. Satış temsilcim uzun vadeli bir ilişki geliştirme arzusunu dile getirdi. _____

Bölüm IV) Lütfen, kendiniz ile ilgili aşağıda yer alan ifadelere ne ölçüde katılıp, katılmadığınızı işaretleyiniz.

Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum

1. Genellikle, diğer insanlarla tanışmaktan hoşlanırım.	_____	_____	_____	_____	_____
2. Genellikle, bir gruba kaynaşmakta hiç zorluk çekmem.	_____	_____	_____	_____	_____
3. Genellikle, fırsat olduğunda, diğer insanlarla irtibat kurmaya çalışırım.	_____	_____	_____	_____	_____
4. Genellikle, aynı finansal kuruluşun düzenli bir müşterisi olmaktan hoşlanırım.	_____	_____	_____	_____	_____

Bölüm V) Lütfen finansal hizmetlerle ilgili düşüncelerinize ilişkin uygun seçeneği işaretleyiniz.

- [illegible]

16. Olağan _____ Etkileyici
 17. Şart _____ Şart değil
 18. Arzu edilmez _____ Arzu edilir
 19. İstenir _____ İstenmez
 20. İhtiyaç duyulmayan _____ İhtiyaç duyulan

Bölüm VI) Lütfen, hizmet sağlayıcınız ile ilgili aşağıda yer alan ifadelere ne ölçüde katılıp, katılmadığınızı işaretleyiniz.

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
1. Bu hizmet sağlayıcısına duygusal bir bağlılık hissediyorum.	_____	_____	_____	_____	_____
2. Bu hizmet sağlayıcısı ile iş ilişkisine, onunla arkadaşlık etmekten hoşlandığım için devam ediyorum.	_____	_____	_____	_____	_____
3. Bu hizmet sağlayıcısı ile iş ilişkisine, onunla ilişkimden gerçekten hoşlandığım için devam ediyorum.	_____	_____	_____	_____	_____
4. Ortalama olarak, senede kaç defa hizmet sağlayıcınızla görüşüyorsunuz? _____kere					
5. Ne zamandan beri bu hizmet sağlayıcı ile çalışıyorsunuz?					
___ Bir seneden az	___ 1 sene ile 20 ay arasında				
___ 20 ile 28 ay arasında	___ 28 ay ile 36 ay arasında				
___ 3 seneden fazla					
6. Genellikle hizmet sağlayıcınız ile nasıl görüşüyorsunuz?					
___ Yüzyüze	___ Elektronik ortam aracılığı ile				

Bölüm VII) Lütfen, hizmet sağlayıcınız ile ilgili aşağıda yer alan ifadelere ne ölçüde katılıp, katılmadığınızı işaretleyiniz.

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
1. Bu hizmet sağlayıcı güncel teçhizatlara sahiptir.	_____	_____	_____	_____	_____
2. Bu hizmet sağlayıcı fiziksel açıdan görsel olarak çekicidir.	_____	_____	_____	_____	_____
3. Bu hizmet sağlayıcının çalışanları iyi giyimli ve temiz görünümlüdür.	_____	_____	_____	_____	_____
4. Bu hizmet sağlayıcı fiziksel görüntüsü, verilen hizmetle uyumludur.	_____	_____	_____	_____	_____
5. Bu hizmet sağlayıcı belli bir zamana kadar birşey yapmaya söz verdiğinde yapar.	_____	_____	_____	_____	_____
6. Probleminiz olduğunda, bu hizmet sağlayıcı sempatik ve güven vericidir.	_____	_____	_____	_____	_____
7. Bu hizmet sağlayıcı güvenilirdir.	_____	_____	_____	_____	_____
8. Bu hizmet sağlayıcı hizmetlerini söz verdiği zamanda yerine getirir.	_____	_____	_____	_____	_____
9. Bu hizmet sağlayıcı kayıtlarını doğru olarak tutar.	_____	_____	_____	_____	_____
10. Bu hizmet sağlayıcı müşterilerine hizmetin ne zaman yapılacağını tam olarak bildirmez.	_____	_____	_____	_____	_____
11. Bu hizmet sağlayıcıdan dakik hizmet almazsınız.	_____	_____	_____	_____	_____
12. Bu hizmet sağlayıcının çalışanları müşterilere her zaman yardımcı olmak istemezler.	_____	_____	_____	_____	_____

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
13. Bu hizmet sağlayıcının çalışanları müşteri taleplerine çabucak cevap vermek için çok meşguldürler.	_____	_____	_____	_____	_____
14. Bu hizmet sağlayıcının davranışları müşterilere güven telkin eder.	_____	_____	_____	_____	_____
15. Bu hizmet sağlayıcı ile yaptığınız işlemlerde kendinizi güvende hissedersiniz.	_____	_____	_____	_____	_____
16. Bu hizmet sağlayıcının çalışanları size karşı sürekli naziktirler.	_____	_____	_____	_____	_____
17. Bu hizmet sağlayıcının çalışanları sorularınıza cevap vermek için bilgilidirler.	_____	_____	_____	_____	_____
18. Bu hizmet sağlayıcı size özel önem vermez.	_____	_____	_____	_____	_____
19. Bu hizmet sağlayıcının çalışanları kişisel önem vermezler.	_____	_____	_____	_____	_____
20. Bu hizmet sağlayıcının çalışanları ihtiyaçlarınızın ne olduğunu bilmezler.	_____	_____	_____	_____	_____
21. Bu hizmet sağlayıcının çalışanları kişisel çıkarlarınızı gözetmezler.	_____	_____	_____	_____	_____
22. Bu hizmet sağlayıcısı tüm müşterilerine uygun çalışma saatleri sunmaz.	_____	_____	_____	_____	_____

Bölüm VIII) Lütfen, hizmet sağlayıcınız ve satış temsilcinizle ilgili aşağıda yer alan ifadelere ne ölçüde katılıp, katılmadığınızı işaretleyiniz.

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
1. Bu hizmet sağlayıcı problemlerle ilgili dürüsttür.	_____	_____	_____	_____	_____
2. Bu hizmet sağlayıcı doğruluktan ayrılmaz.	_____	_____	_____	_____	_____
3. Bu hizmet sağlayıcı güvenilirdir.	_____	_____	_____	_____	_____
4. Bu hizmet sağlayıcı benim refahımla ilgilenir.	_____	_____	_____	_____	_____
5. Problemlerimi hizmet sağlayıcıma açıkladığımda, anlayışla karşılayacaklarını bilirim.	_____	_____	_____	_____	_____
6. Bu servis sağlayıcısının hareketlerinin beni etkileme biçimini düşünerek, bu hizmet sağlayıcının önemli olduğunu söyleyebilirim.	_____	_____	_____	_____	_____
7. Bu satış temsilcisi problemlerle ilgili dürüsttür.	_____	_____	_____	_____	_____
8. Bu satış temsilcisi doğruluktan ayrılmaz.	_____	_____	_____	_____	_____
9. Bu satış temsilcisi güvenilirdir.	_____	_____	_____	_____	_____
10. Bu satış temsilcisi benim refahımla ilgilenir.	_____	_____	_____	_____	_____
11. Problemlerimi bu satış temsilcisine açıkladığımda, anlayışla karşılayacağını bilirim.	_____	_____	_____	_____	_____

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
12. Bu satış temsilcisinin hareketlerinin beni etkileme biçimini düşünerek, bu satış temsilcisinin önemli olduğunu söyleyebilirim.	_____	_____	_____	_____	_____
13. Bu hizmet sağlayıcının personeline memnunuz.	_____	_____	_____	_____	_____
14. Bu hizmet sağlayıcının temel hizmetinden memnunuz.	_____	_____	_____	_____	_____
15. Hizmet sağlayıcı organizasyondan memnunuz.	_____	_____	_____	_____	_____
16. Bu hizmet sağlayıcısı ile olan ilişkilerimin kapsamını genişletmek istiyorum.	_____	_____	_____	_____	_____
17. Bu hizmet sağlayıcı, düzenli müşteri sadakatini arttırmak için çaba sarfeder.	_____	_____	_____	_____	_____
18. Bu hizmet sağlayıcısı düzenli müşterileri ile bağlarını iyileştirmek için çeşitli çabalar sarfeder.	_____	_____	_____	_____	_____
19. Bu hizmet sağlayıcı düzenli müşterilerini muhafaza etmeyi gerçekten önemser.	_____	_____	_____	_____	_____
20. Bu hizmet sağlayıcı düzenli müşterilerine sık sık posta gönderir.	_____	_____	_____	_____	_____
21. Bu hizmet sağlayıcı posta yolu ile düzenli müşterilerini bilgilendirir.	_____	_____	_____	_____	_____
22. Bu hizmet sağlayıcı düzenli müşterilerini broşürlerle sık sık bilgilendirir.	_____	_____	_____	_____	_____

	Kesinlikle Katılıyorum	Katılıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
23. Bu hizmet sağlayıcı düzenli müşterileri için diğer müşterilerine oranla daha fazla çaba sarfeder.	_____	_____	_____	_____	_____
24. Bu hizmet sağlayıcı düzenli müşterilerine diğer müşterilerine oranla daha iyi hizmet sunar.	_____	_____	_____	_____	_____
25. Bu hizmet sağlayıcı düzenli müşterileri için diğer müşterilerine oranla daha fazla şey yapar.	_____	_____	_____	_____	_____
26. Bu hizmet sağlayıcı düzenli müşterilerini kişisel olarak tanımak için zaman ayırır.	_____	_____	_____	_____	_____
27. Bu hizmet sağlayıcı düzenli müşterileri ile sık sık kişisel sohbetler yapar.	_____	_____	_____	_____	_____
28. Bu hizmet sağlayıcı düzenli müşterilerinin refahı ile ilgili sık sık bilgi alır.	_____	_____	_____	_____	_____
29. Bu servis sağlayıcısı düzenli müşterilerini devamlılıkları için ödüllendirir.	_____	_____	_____	_____	_____
30. Bu servis sağlayıcı düzenli müşterilerini, firmayla ilişkilerini sürdürdükleri için ekstra birşeyler sunar.	_____	_____	_____	_____	_____
31. Bu servis sağlayıcı düzenli müşterilerini, sadakat yönetimi stratejisi uygulamak sureti ile gerçekten önemser.	_____	_____	_____	_____	_____

Bölüm IX) Lütfen kendinizle ilgili aşağıdaki soruları cevaplayınız.

1. Kaç yaşındasınız?

___ 25'ten küçük ___ 26 ile 35 arası ___ 36 ile 45 arası
___ 46 ile 55 arası ___ 56'tan fazla

2. Cinsiyetiniz nedir?

___ Erkek ___ Kadın

3. Son aldığınız eğitim derecesi nedir?

___ Lise veya altı ___ Üniversite ___ Yüksek Lisans

4. Yıllık aile geliriniz nedir?

___ 19 milyardan az ___ 19 milyar ile 45 milyar arası
___ 46 milyar ile 90 milyar arası ___ 91 milyar ile 180 milyar arası
___ 180 milyardan fazla

5. Mesleğiniz nedir?

___ Mavi yakalı ___ Memur ___ Yönetici
___ Profesyonel ___ Kendi işi

6. Medeni durumunuz nedir?

___ Evli ___ Bekar ___ Diğer

Zamanınız ve desteğiniz için teşekkür ederiz!

Appendix E. Operational Definition Listing before Refinement

Variable	Operational Definition	Source
Seller's Characteristics	Section I, Q1-Q34 Section II, Q1-Q8 Section III, Q1-Q18	
Expertise (Competence)	Section I, Q1-Q6	Crosby et al., 1990.
Ethics	Section I, Q7-Q11	Saxe and Weitz, 1982.
Customer Orientation	Section I, Q12-Q19	Saxe and Weitz, 1982.
Selling Orientation	Section I, Q20-Q24	Saxe and Weitz, 1982.
Information Exchange (Communication)	Section I, Q25-Q28	Selnes, 1998.
Commitment	Section I, Q29-Q31	Selnes, 1998.
Conflict Handling	Section I, Q32-Q34	Selnes, 1998.
Relational Selling Behaviour	Section II, Q1-Q8 Section III, Q1-Q18	Crosby et al., 1990.
-Interaction Intensity	Section II, Q1-Q8	Crosby et al., 1990.
-Agent Disclosure	Section III, Q1-Q6	Crosby et al., 1990.
-Customer Disclosure	Section III, Q7-Q14	Crosby et al., 1990.
-Cooperative Intentions	Section III, Q15-Q18	Crosby et al., 1990.
Customer's Characteristics	Section IV, Q1-Q4 Section V, Q1-Q20 Section VI, Q1-Q3	
Relationship Proneness	Section IV, Q1-Q4	Schröder et al., 2000.
Involvement (Enduring)	Section V, Q1-Q20	Zaichkowsky, 1985; Schröder et al., 2000
Commitment	Section VI, Q1-Q3	Roberts et al., 2000.
Relationship Characteristics	Section VI, Q4-Q6	
Frequency of the Relationship	Section VI, Q4-Q4	Author
Relationship Longevity	Section VI, Q5-Q5	Wray et al., 1994; Lagace et al., 1991.
Medium of Interaction	Section VI, Q6-Q6	Author
Service Quality	Section VII, Q1-Q22	
Tangibles	Section VII, Q1-Q4	Parasuraman et al., 1988.
Reliability	Section VII, Q5-Q9	Parasuraman et al., 1988.
Responsiveness	Section VII, Q10-Q13	Parasuraman et al., 1988.
Reassurance	Section VII, Q14-Q17	Parasuraman et al., 1988.
Empathy	Section VII, Q18-Q22	Parasuraman et al., 1988.
Relationship Quality	Section VIII, Q1-Q31	
Trust	Section VIII, Q1-	

	Q12	
-Trust in firm's credibility	Section VIII, Q1-Q3	Roberts et al., 2003; Morgan and Hunt, 1994. Crosby et al., 1990
-Trust in firm's benevolence	Section VIII, Q4-Q6	Roberts et al., 2003; Morgan and Hunt, 1994. Crosby et al., 1990
-Trust in salesperson's credibility	Section VIII, Q7-Q9	Roberts et al., 2003; Morgan and Hunt, 1994. Crosby et al., 1990
-Trust in salesperson's benevolence	Section VIII, Q10-Q12	Roberts et al., 2003; Morgan and Hunt, 1994. Crosby et al., 1990
Satisfaction	Section VIII, Q13-Q15	
- Satisfaction with personnel	Section VIII, Q13-Q13	Crosby et al., 1990.
- Satisfaction with the core service	Section VIII, Q14-Q14	Crosby et al., 1990.
- Satisfaction with the organization	Section VIII, Q15-Q15	Crosby et al., 1990.
Relationship Marketing Effectiveness	Section VIII, Q16-Q31	
Relationship Enhancement	Section VIII, Q16-Q16	Selnes, 1998.
Relationship Continuity	Section VIII, Q17-Q19	Schröder et al., 2000.
Communication	Section VIII, Q20-Q22	Schröder et al., 2000.
Differentiation	Section VIII, Q23-Q25	Schröder et al., 2000.
Personalization	Section VIII, Q26-Q28	Schröder et al., 2000.
Rewarding	Section VIII, Q29-Q31	Schröder et al., 2000.
Demographics	Section IX, Q1-Q6	
Age	Section IX, Q1-Q1	Author
Gender	Section IX, Q2-Q2	Author
Education	Section IX, Q3-Q3	Author
Income	Section IX, Q4-Q4	Author
Occupation	Section IX, Q5-Q5	Author
Marital Status	Section IX, Q6-Q6	Author

Appendix F. Operational Definition Listing Used in the Final Version of the Survey

Variable	Operational Definition	Original Operational Definition Before Refinement (refer to Appendix E)
Seller's Characteristics	Q1-Q13	Section I, Q1-Q34 Section II, Q1-Q8 Section III, Q1-Q18
Expertise (Competence)	Q1	Section I Q1-Q6 combined
Ethics	Q2	Section I, Q11
Customer Orientation	Q3	Section I, Q19
Selling Orientation	Q4	Section I, Q20
Information Exchange (Communication)	Q5	Section I, Q26
Commitment	Q6	Section I, Q30
Conflict Handling	Q7	Section I, Q34
Relational Selling Behaviour	Q8-Q13	Section II, Q1-Q8 Section III, Q1-Q18
-Interaction Intensity	Q8	Section II, Q3
-Agent Disclosure	Q9-Q10	Section III, Q1, Q5
-Customer Disclosure	Q11-Q12	Section III, Q7, Q11
-Cooperative Intentions	Q13	Section III, Q15
Customer's Characteristics	Q14-Q17	Section IV, Q1-Q4 Section V, Q1-Q20 Section VI, Q1-Q3
Relationship Proneness	Q14	Section IV, Q1
Involvement (Enduring)	Q15-Q16	Section V, Q10, Q12
Commitment	Q17	Section VI, Q1
Relationship Characteristics	Q18-Q20	Section VI, Q4-Q6
Frequency of the Relationship	Q18	Section VI, Q4
Relationship Longevity	Q19	Section VI, Q5
Medium of Interaction	Q20	Section VI, Q6
Service Quality	Q21-Q25	Section VII, Q1-Q22
Tangibles	Q21	Section VII, Q3
Reliability	Q22	Section VII, Q8
Responsiveness	Q23	Section VII, Q13
Reassurance	Q24	Section VII, Q15
Empathy	Q25	Section VII, Q20
Relationship Quality	Q26-Q32	Section VIII, Q1-Q31
Trust	Q26-Q29	Section VIII, Q1-Q12
-Trust in firm's credibility	Q26	Section VIII, Q3
-Trust in firm's benevolence	Q27	Section VIII, Q4
-Trust in salesperson's credibility	Q28	Section VIII, Q7
-Trust in salesperson's	Q29	Section VIII, Q11

benevolence		
Satisfaction	Q30-Q31	Section VIII, Q13-Q15
- Satisfaction with personnel	Q30	Section VIII, Q13
- Satisfaction with the core service	Q31	Section VIII, Q14
- Satisfaction with the organization	Q32	Section VIII, Q15
Relationship Marketing Effectiveness	Q33-Q38	Section VIII, Q16-Q31
Relationship Enhancement	Q33	Section VIII, Q16
Relationship Continuity	Q34	Section VIII, Q19
Communication	Q35	Section VIII, Q21
Differentiation	Q36	Section VIII, Q24
Personalization	Q37	Section VIII, Q28
Rewarding	Q38	Section VIII, Q29
Demographics	Q39-Q46	Section IX, Q1-Q6
Age	Q39	Section IX, Q1
Gender	Q41	Section IX, Q2
Education	Q42	Section IX, Q3
Income	Q43	Section IX, Q4
Occupation	Q44-Q45	Section IX, Q5
Marital Status	Q46	Section IX, Q6

BOĞAZİÇİ ÜNİVERSİTESİ
İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ
İşletme Bölümü
06 Ocak 2005

Sayın Banka Müşterisi,

Bu anket, *Boğaziçi Üniversitesi İktisadi ve İdari Bilimler Fakültesi İşletme Bölümünde* yürütülmekte olan bir *doktora tezi* çalışması kapsamında yapılmaktadır. Bu çalışmanın amacı, bankanızdan finansal hizmet alırken muhatap olduğunuz müşteri temsilcisi ile sizin aranızdaki ilişkinin kalitesini incelemektir.

Bu çalışmanın sonuçlarının değerlendirilmesi genel olarak yapılacağından, isim, telefon veya adres gibi kişisel bilgilerinizi vermeniz *gerekmemektedir*. Bizlerle paylaşacağınız tüm bilgiler, bu araştırmanın bilimsel değerlendirmesi açısından önemlidir ve gizli tutulacaktır.

İlişikte yer alan anketi doldurmanızı ve şubedeki ilgili kişiye *elden teslim etmenizi* rica ederiz.

Gösterdiğiniz işbirliği, ayırdığınız zaman ve verdiğiniz değerli bilgiler için teşekkür ederiz.

Saygılarımızla,

Uğur Gökhan Özding

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Bölüm I.

Lütfen, bankanızdan almakta olduğunuz finansal hizmetlerde muhatap olduğunuz müşteri temsilcisi ile ilgili aşağıda yer alan ifadelere ne ölçüde katılıp, katılmadığınızı uygun kutuya "X" işareti koyarak belirtiniz.

Bana hizmet veren müşteri temsilcisi,

	Kesinlikle Katılıyorum	Katılıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
1. Bankacılık hizmetleri (sigorta, yatırım fonları, finansal planlama, portföy yönetimi, kredi kartları vb.) konusunda bilgi sahibi ve deneyimlidir.				
2. Tavsiyelerini yaparken, satabileceklerini değil, müşterinin uzun vadeli memnuniyetini dikkate alır.				
3. Bir müşteri olarak bana en yararlı olacak hizmetleri bulmaya çalışır.				
4. Ürünün/hizmetin benim için uygun olmadığını bildiğinde, satış yapabilmek için baskı uygulamaz.				
5. Zamanında ve hatasız bilgi verir.				
6. İhtiyaçlarıma tam uyum gösterecek ürün/hizmet önerilerinde bulunur.				
7. Problemler ortaya çıktığında, çözümleri açık açık tartışır.				

Bölüm II.

Lütfen, bankanızdan almakta olduğunuz finansal hizmetlerde muhatap olduğunuz müşteri temsilcisinin (son 1 yıllık dönemi göz önüne alarak) aşağıdakileri ne sıklıkta yaptığını uygun kutuya "X" işareti koyarak belirtiniz.

	Dört kere veya daha fazla	İki ya da üç kere	Bir kere	Hiç
8. Müşteri temsilcisi, ihtiyaçlarıma uygun daha iyi hizmet verebilmek için portföyümde değişiklikler yapmak amacı ile beni aradı.				

Bölüm III.

Lütfen, bankanızdan almakta olduğunuz finansal hizmetlerde muhatap olduğunuz müşteri temsilcisi ile ilgili aşağıda yer alan ifadelere ne ölçüde katılıp, katılmadığınızı uygun kutuya "X" işareti koyarak belirtiniz.

Bana hizmet veren müşteri temsilcisi,

	Kesinlikle Katılıyorum	Katılıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
9. Kendi finansal durumu ve ilişkileri ile ilgili bana birçok bilgi verdi.				
10. Kendi işi ile ilgili birçok konudan (sorumlulukları, başarısızlıkları, başarıları, işinin sevdiği ve sevmediği yönleri vb.) bahsetti.				

Bana hizmet veren müşteri temsilcisine,

ben,

	Kesinlikle Katılıyorum	Katılıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
11. Mevcut finansal durumumla ilgili birçok bilgi (gelir, varlıklar, yatırımlar, yükümlülükler vb.) verdim.				
12. İşimle ilgili birçok konudan (sorumluluklarım, başarısızlıklarım, başarılarım, işimin sevdiğim ve sevmediğim yönleri vb.) bahsettim.				

	Kesinlikle Katılıyorum	Katılıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
13. Müşteri temsilcisi, kendisi için hiçbir faydası olmamasına rağmen, finansal kararlarımla ilgili bana yardımcı olma arzusunu dile getirdi.				

Bölüm IV.

Lütfen, kendiniz ile ilgili aşağıda yer alan ifadeye ne ölçüde katılıp, katılmadığınızı uygun kutuya "X" işareti koyarak belirtiniz.

	Kesinlikle Katılıyorum	Katılıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
14. Genellikle, insanlarla tanışmaktan ve ilişki kurmaktan hoşlanırım.				

Bölüm V.

Lütfen finansal hizmetlerle (sigorta, yatırım fonları, finansal planlama, portföy yönetimi, kredi kartları vb.) ilgili düşüncelerinize ilişkin seçeneği uygun sayıyı daire içine alarak belirtiniz (Örneğin, 15. soruda finansal hizmetlerle ilgilenme düzeyinizi belirtmek için uygun daireyi işaretleyiniz, 1:Çok İlgilenirim, 7: Hiç İlgilenmem).

15.	Finansal hizmetlerle çok ilgilenirim.	1	2	3	4	5	6	7	Finansal hizmetlerle hiç ilgilenmem.
16.	Finansal hizmetler benim için hayatidir.	1	2	3	4	5	6	7	Finansal hizmetler benim için gereksizdir.

Bölüm VI.

Lütfen, bankanız ile ilgili aşağıda yer alan ifadeye ne ölçüde katılıp, katılmadığınızı uygun kutuya "X" işareti koyarak belirtiniz.

	Kesinlikle Katılıyorum	Katılıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
17. Bankama duygusal bir bağlılık hissediyorum.				

18. Ortalama olarak, bir senede kaç kere müşteri temsilcinizle görüşüyorsunuz?
_____ kere

19. Ne zamandan beri bu banka ile çalışıyorsunuz?

- () 3 seneden fazla
() 28 ay ile 36 ay arasında
() 20 ay ile 28 ay arasında
() 1 sene ile 20 ay arasında
() Bir seneden az

20. Genellikle bankanız ile işlerinizi nasıl hallediyorsunuz? (Lütfen sadece bir seçeneği işaretleyiniz)

- () Müşteri temsilcimle yüzyüze görüşerek
() Müşteri temsilcimle telefonla görüşerek
() İnternet bankacılığı ile
() Telefon bankacılığı (Çağrı Merkezi/Call Center) ile
() ATM ile
() Diğer (Lütfen belirtiniz: _____)

Bölüm VII.

Lütfen, bankanız ve müşteri temsilciniz ile ilgili aşağıda yer alan ifadelere ne ölçüde katılıp, katılmadığınızı uygun kutucuğa X işareti koyarak belirtiniz.

	Kesinlikle Katılıyorum	Katılıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
21. Bu bankanın çalışanları iyi giyimli ve temiz görünümlüdür.				
22. Bu bankanın çalışanları hizmetlerini söz verdikleri zamanda yerine getirir.				
23. Bu bankanın çalışanları müşteri taleplerine hızlı cevap veremeyecek kadar meşgul değildirler.				
24. Bu banka ile yaptığım işlemlerde kendimi güvende hissedirim.				
25. Bu bankanın çalışanlarının ihtiyaçlarımın ne olduğunu bildiğini düşünüyorum.				
26. Bu banka güvenilirdir.				
27. Bu banka, bir müşteri olarak benim finansal durumumla (kazançlarım, planlarım, beklentilerim, problemlerim vb.) ilgilenir.				
28. Muhatap olduğum müşteri temsilcisi dürüştür.				
29. Problemlerimi müşteri temsilcisine açıkladığımda, anlayışla karşılayacağını bilirim.				
30. Bu bankanın personelinden memnunum.				
31. Bu bankanın asli (asıl yapması gereken, temel) hizmetlerinden memnunum.				

	Kesinlikle Katılıyorum	Katılıyorum	Katılmıyorum	Kesinlikle Katılmıyorum
32. Bu bankadan genel olarak memnunum.				
33. Bu banka ile olan ilişkilerimin kapsamını genişletmek istiyorum.				
34. Bu banka, devamlı müşterilerini (sürekli müşterilerini) muhafaza etmeyi gerçekten önemser.				
35. Bu banka, posta yolu ile devamlı müşterilerini (sürekli müşterilerini) bilgilendirir.				
36. Bu banka, devamlı müşterilerine (sürekli müşterilerine) diğer müşterilerine oranla daha iyi hizmet sunar.				
37. Bu bankanın çalışanları, devamlı müşterilerinin (sürekli müşterilerinin) finansal durumu (kazançları, planları, beklentileri, problemleri vb.) ile ilgili bilgi alır.				
38. Bu banka devamlı müşterilerini (sürekli müşterilerini) bankaya bağlılıkları için ödüllendirir.				

Bölüm VIII.

Lütfen kendinizle ilgili aşağıdaki soruları uygun kutuya "X" işareti koyarak cevaplayınız.

39. Yaşınız:

- ☐ 25'ten küçük
- ☐ 26 ile 35 arası
- ☐ 36 ile 45 arası
- ☐ 46 ile 55 arası
- ☐ 56'tan fazla

40. Kaç farklı banka ile çalışıyorsunuz?

- ☐ Bir
- ☐ İki-Üç
- ☐ Dört veya daha fazla

41. Hangi Bankalarla çalışıyorsunuz?

(_____)

42. Cinsiyetiniz:

- ☐ Erkek
- ☐ Kadın

43. Son aldığınız eğitim derecesi:

- ☐ Lise veya altı
- ☐ Üniversite
- ☐ Yüksek Lisans

44. Ailenizin aylık net geliri:

- ☐ 1,5 Milyar TL'den (1,500 YTL) az
☐ 1,5 Milyar TL (1,500 YTL) ile 3 Milyar TL (3,000 YTL) arası
☐ 3 Milyar TL (3,000 YTL) ile 7.5 Milyar TL (7,500 YTL) arası
☐ 7.5 Milyar TL (7,500 YTL) ile 15 Milyar TL (15,000 YTL) arası
☐ 15 Milyar TL'den (15,000 YTL) fazla

45. Çalıştığınız sektör:

- ☐ Kamu Sektörü
☐ Özel Sektör
☐ Diğer (Lütfen belirtiniz: _____)

46. Mesleğiniz:

- ☐ Akademisyen
☐ Alt/Orta Kademe Yönetici
☐ Emekli
☐ İşçi
☐ İşsiz
☐ Memur
☐ Öğrenci
☐ Serbest Meslek
☐ Ücretli
☐ Üst Kademe yönetici
☐ Diğer (Lütfen belirtiniz: _____)

47. Medeni durumunuz:

- ☐ Bekar
☐ Evli
☐ Diğer (Lütfen belirtiniz: _____)

48. Bu bankada en beğendiğiniz hizmet nedir?

Lütfen belirtiniz:

(_____)

49. Bu bankada en beğenmediğiniz hizmet nedir?

Lütfen belirtiniz:

(_____)

Zamanınız ve desteğiniz için teşekkür ederiz!

BOĞAZİÇİ ÜNİVERSİTESİ
İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ
İşletme Bölümü
06 Ocak 2005

Sayın Şube Müdürü,

Bu anket, *Boğaziçi Üniversitesi İktisadi ve İdari Bilimler Fakültesi İşletme Bölümünde* yürütülmekte olan bir *doktora tezi* çalışması kapsamında yapılmaktadır. Bu çalışmanın amacı, bankamızdan finansal hizmet alan müşteriler ile müşterilerin muhatap oldukları müşteri temsilcileri arasındaki ilişkinin kalitesini incelemektir.

Bu çalışma kapsamında toplanacak bilgilerin tamamı *akademik amaçlarla* kullanılacak ve *gizli* tutulacaktır.

Bu çalışma kapsamında, sizlerden beklentimiz bu döküman ile birlikte sizlere gönderilen anket formlarından aşağıda belirtilen miktarda çoğaltarak, şubenize gelen müşterilere doldurtmanız ve doldurulmuş anketleri aşağıda verilen adrese dahili kurye ile her 15 günde bir göndermenizdir. Çalışmanın 1 ayda tamamlanması hedeflenmektedir. Değerli katkılarınız için şimdiden teşekkür ederiz.

Yapılmakta olan akademik çalışma açısından son derece önemli olan aşağıdaki hususlara dikkatinizi çekmek isteriz:

- 1.** Müşterilerin anket doldururken sorabileceği sorulara cevap verebilmek amacı ile lütfen anket formunu inceleyiniz. Müşterilerin sorabileceği sorulara cevap verirken, müşterilerin cevabını etkileyebilecek her türlü yorumdan kaçınınız.
- 2.** Anket, şubenizdeki bireysel müşterileri düşünerek hazırlanmıştır. Lütfen anketi doldurulmak üzere müşterilere verirken bu hususu göz önünde bulundurunuz.
- 3.** Anket ağırlıklı olarak müşteri temsilcileri ile ilgili sorular içermekte olduğundan, anketin müşteriye verilmesi, doldurulması ve doldurulmuş anketin teslim edilmesi aşamalarında müşterinin hiçbir şekilde müşteri temsilcisi ile bir irtibatı

olmamalıdır. Bu çalışmanın şube müdürü olarak sizlerin koordinasyonunda yapılması, çalışmanın sağlıklı yürütülebilmesi açısından son derece önemlidir.

4. Şube bazında aşağıda verilen anket rakamlarına ulaşılması hedeflenmektedir. Bu döküman ile birlikte tarafınıza elektronik kopyası gönderilen anket formlarından aşağıdaki tabloda belirtilen miktarda çoğaltmanız gerekmektedir. Bu çalışmanın 1 ayda tamamlanması hedeflenmektedir.

Şube Adı	Toplanacak Anket Sayısı
Mecidiyeköy Şubesi	80
Gayrettepe Şube	75
Karaköy Şubesi	45
Şaşkınbakkal Şubesi	50
Bostancı Şubesi	60
Fatih Şubesi	55
Bakırköy Çarşı Şube	80
Rami Şubesi	45
Acarkent Şubesi	30
TOPLAM	520

Tablo 1: Şube Bazında Toplanacak Anket Sayıları

5. Anketin doldurulması sadece 5-10 dakika sürmektedir, zaman problemi sebebi ile anketi dolduramayacağını ifade eden müşterilere lütfen bu konuyu hatırlatınız.
6. Anketi dolduracak müşterinin şubemizden düzenli hizmet alıyor olması gerekmektedir. Müşterinin seçiminde başka bir kriterin dikkate alınmamasına, anket sonuçlarının sağlıklı olması için yüzyüze görüştüğünüz her iki şube müşterisinden ikincisine anketin doldurtulmasına özen gösteriniz.
7. Anket dolduracak her müşteriye, anketi doldurmasına müteakip, Tanıtım Bölümü tarafından organize edilip sizlere gönderilecek bozuk para cüzdanlarından bir tane vermeniz gerekmektedir.
8. Doldurulmuş anketlerin her 15 günde bir, Çarşamba günleri, dahili kurye ile zimmetli olarak aşağıdaki adrese gönderilmesi gerekmektedir.

Burcu Çığ
Bireysel Bankacılık
Kat: 7
Genel Müdürlük Gayrettepe

9. Yapılmakta olan bilimsel çalışmanın sonuçları ile ilgili bilgi almak isterseniz, aşağıda belirtilen e-posta adresine bu konu ile ilgili bir mesaj göndermeniz yeterlidir.

Herhangi bir problem durumunda ařađıda yer alan telefon numaralarından veya e-posta adresinden tarafıma ulaşabilirsiniz.

Gösterdiğiniz işbirliđi için teşekkür ederiz.

Saygılarımızla,

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Appendix I. Macro Indicators of the Turkish Banking System (as of the end of 2004)

Indicators	Year			
	2001	2002	2003	2004
<i>Number of banks</i>	61	54	50	48
Commercial banks	46	40	36	35
- State-owned	3	3	3	3
- Privately owned	22	20	18	18
- Banks in the Fund	6	2	2	1
- Foreign banks	15	15	13	13
Non-depository banks	15	14	14	13
- State-owned	3	3	3	3
- Privately owned	9	8	8	8
- Foreign banks	3	3	3	2
<i>Number of branches</i>	6,908	6,106	5,966	6,106
Commercial banks	6,889	6,087	5,949	6,088
- State-owned	2,725	2,019	1,971	2,149
- Privately owned	3,523	3,659	3,594	3,729
- Banks in the Fund	408	203	175	1
- Foreign banks	233	206	209	209
Non-depository banks	19	19	17	18
- State-owned	4	4	4	4
- Privately owned	12	12	10	12
- Foreign banks	3	3	3	2
<i>Number of employees</i>	137,495	123,271	123,249	127,163
Commercial banks	132,274	118,329	118,607	122,630
- State-owned	56,108	40,158	37,994	39,467
- Privately owned	64,380	66,869	70,614	76,880
- Banks in the Fund	6,391	5,886	4,518	403
- Foreign banks	5,395	5,416	5,481	5,880
Non-depository banks	5,221	4,942	4,642	4,533
- State-owned	4,322	4,174	3,882	3,800
- Privately owned	822	691	683	681
- Foreign banks	77	77	77	52
<i>Total assets (YTL Million)</i>	216,508	212,675	249,693	306,464
Commercial banks	206,589	203,237	239,423	295,138
- State-owned	70,813	67,831	83,134	106,932
- Privately owned	118,163	119,471	142,270	175,910
- Banks in the Fund	10,823	9,310	7,075	1,940
- Foreign banks	6,790	6,624	6,944	10,356
Non-depository banks	9,918	9,438	10,270	11,327
<i>Shareholders' equity (YTL Million)</i>	21,101	25,695	35,540	45,976
Commercial banks	18,800	22,703	31,351	40,836
- State-owned	6,249	6,747	9,574	10,076
- Privately owned	12,670	15,194	20,958	27,403

- Banks in the Fund	-1,625	-626	-847	1,273
- Foreign banks	1,506	1,388	1,666	2,084
Non-depository banks	2,301	2,992	4,189	5,140

Source: Banks Association of Turkey (2005). Financial Sector and Banking System in Turkey, March.

Appendix J. The Questionnaire on the Internet

Web Address: <http://freeonlinesurveys.com/rendersurvey.asp?id=79213>
Password: 9900

Sayın Banka Müşterisi,

Bu anket, Boğaziçi Üniversitesi İktisadi ve İdari Bilimler Fakültesi İşletme Bölümünde yürütülmekte olan bir doktora tezi çalışması kapsamında yapılmaktadır. Bu çalışmanın amacı, bankanızdan finansal hizmet alırken muhatap olduğunuz müşteri temsilcisi ile sizin aranızdaki ilişkinin kalitesini incelemektir.

Bu çalışmanın sonuçlarının değerlendirilmesi genel olarak yapılacağından, isim, telefon veya adres gibi kişisel bilgilerinizi vermeniz gerekmemektedir. Bizlerle paylaşacağınız tüm bilgiler, bu araştırmanın bilimsel değerlendirmesi açısından önemlidir ve gizli tutulacaktır.

Gösterdiğiniz işbirliği, ayırdığınız zaman ve verdiğiniz değerli bilgiler için teşekkür ederiz.

Saygılarımızla,

1) Bölüm I.

Lütfen, bankanızdan almakta olduğunuz finansal hizmetlerde muhatap olduğunuz müşteri temsilcisi ile ilgili aşağıda yer alan ifadelere ne ölçüde katılıp, katılmadığınızı uygun seçeneği işaretleyerek belirtiniz.

Bana hizmet veren müşteri temsilcisi,

Bankacılık hizmetleri (sigorta, yatırım fonları, finansal planlama, portföy yönetimi, kredi kartları vb.) konusunda bilgi sahibi ve deneyimlidir.

☐	Kesinlikle Katılıyorum
☐	Katılıyorum
☐	Katılmıyorum
☐	Kesinlikle Katılmıyorum

2) Tavsiyelerini yaparken, satabileceklerini değil, müşterinin uzun vadeli memnuniyetini dikkate alır.

☐	Kesinlikle Katılıyorum
☐	Katılıyorum
☐	Katılmıyorum
☐	Kesinlikle Katılmıyorum

3) Bir müşteri olarak bana en yararlı olacak hizmetleri bulmaya çalışır.

☐	Kesinlikle Katılıyorum
☐	Katılıyorum
☐	Katılmıyorum
☐	Kesinlikle Katılmıyorum

4) Ürünün/hizmetin benim için uygun olmadığını bildiğinde, satış yapabilmek için baskı uygulamaz.

☐	Kesinlikle Katılıyorum
☐	Katılıyorum
☐	Katılmıyorum
☐	Kesinlikle Katılmıyorum

5) Zamanında ve hatasız bilgi verir.

☐	Kesinlikle Katılıyorum
☐	Katılıyorum
☐	Katılmıyorum
☐	Kesinlikle Katılmıyorum

6) İhtiyaçlarıma tam uyum gösterecek ürün/hizmet önerilerinde bulunur.



Kesinlikle Katılıyorum



Katılıyorum



Katılmıyorum



Kesinlikle Katılmıyorum

7) Problemler ortaya çıktığında, çözümleri açık açık tartışır.



Kesinlikle Katılıyorum



Katılıyorum



Katılmıyorum



Kesinlikle Katılmıyorum

8) Bölüm II.

Lütfen, bankanızdan almakta olduğunuz finansal hizmetlerde muhatap olduğunuz müşteri temsilcisinin (son 1 yıllık dönemi göz önüne alarak) aşağıdakileri ne sıklıkta yaptığını uygun seçeneği işaretleyerek belirtiniz.

Müşteri temsilcisi, ihtiyaçlarıma uygun daha iyi hizmet verebilmek için portföyümde değişiklikler yapmak amacı ile beni aradı.



Dört kere veya daha fazla



İki ya da üç kere



Bir kere



Hiç

9) Bölüm III.

Lütfen, bankanızdan almakta olduğunuz finansal hizmetlerde muhatap olduğunuz müşteri temsilcisi ile ilgili aşağıda yer alan ifadelere ne ölçüde katılıp, katılmadığınızı uygun seçeneği işaretleyerek belirtiniz.

Bana hizmet veren müşteri temsilcisi,

Kendi finansal durumu ve ilişkileri ile ilgili bana birçok bilgi verdi.

☐	Kesinlikle Katılıyorum
☐	Katılıyorum
☐	Katılmıyorum
☐	Kesinlikle Katılmıyorum

10) Kendi işi ile ilgili birçok konudan (sorumlulukları, başarısızlıkları, başarıları, işinin sevdiği ve sevmediği yönleri vb.) bahsetti.

☐	Kesinlikle Katılıyorum
☐	Katılıyorum
☐	Katılmıyorum
☐	Kesinlikle Katılmıyorum

11) Bana hizmet veren müşteri temsilcisine, ben,

Mevcut finansal durumumla ilgili birçok bilgi (gelir, varlıklar, yatırımlar, yükümlülükler vb.) verdim.

☐	Kesinlikle Katılıyorum
☐	Katılıyorum
☐	Katılmıyorum
☐	Kesinlikle Katılmıyorum

12) İşimle ilgili birçok konudan (sorumluluklarım, başarısızlıklarım, başarılarım, işimin sevdiğim ve sevmediğim yönleri vb.) bahsettim.

- ☐ Kesinlikle Katılıyorum
- ☐ Katılıyorum
- ☐ Katılmıyorum
- ☐ Kesinlikle Katılmıyorum

13) Müşteri temsilcisi, kendisi için hiçbir faydası olmamasına rağmen, finansal kararlarımla ilgili bana yardımcı olma arzusunu dile getirdi.

- ☐ Kesinlikle Katılıyorum
- ☐ Katılıyorum
- ☐ Katılmıyorum
- ☐ Kesinlikle Katılmıyorum

14) Bölüm IV.

Lütfen, kendiniz ile ilgili aşağıda yer alan ifadeye ne ölçüde katılıp, katılmadığınızı uygun kutuya “X” işareti koyarak belirtiniz.

Genellikle, insanlarla tanışmaktan ve ilişki kurmaktan hoşlanırım.

- ☐ Kesinlikle Katılıyorum
- ☐ Katılıyorum
- ☐ Katılmıyorum
- ☐ Kesinlikle Katılmıyorum

15) Bölüm V.

Lütfen finansal hizmetlerle (sigorta, yatırım fonları, finansal planlama, portföy yönetimi, kredi kartları vb.) ilgili düşüncelerinize ilişkin seçeneği uygun seçeneği işaretleyerek belirtiniz (Örneğin, 15. soruda finansal hizmetlerle ilgilenme düzeyinizi belirtmek için uygun seçeneği işaretleyiniz,

1: Finansal Hizmetlerle Çok İlgilenirim,

7:Finansal Hizmetlerle Hiç ilgilenmem).

Finansal Hizmetlerle İlgilenme Düzeyiniz Nedir?

☐	1 (Finansal Hizmetlerle Çok İlgilenirim)
☐	2
☐	3
☐	4
☐	5
☐	6
☐	7 (Finansal Hizmetlerle Hiç İlgilenmem)

16) Finansal Hizmetler Sizin İçin Ne İfade Eder?

☐	1 (Finansal Hizmetler Benim İçin Hayatidir)
☐	2
☐	3
☐	4
☐	5
☐	6
☐	7 (Finansal Hizmetler Benim İçin Gereksizdir)

17) Bölüm VI.

Lütfen, bankanız ile ilgili aşağıda yer alan ifadeye ne ölçüde katılıp, katılmadığınızı uygun seçeneği işaretleyerek belirtiniz.

Bankama duygusal bir bağlılık hissediyorum.

☐	Kesinlikle Katılıyorum
☐	Katılıyorum
☐	Katılmıyorum
☐	Kesinlikle Katılmıyorum

18) Ortalama olarak, bir senede kaç kere müşteri temsilcinizle görüşüyorsunuz?

19) Ne zamandan beri bu banka ile çalışıyorsunuz?

☐	3 seneden fazla
☐	28 ay ile 36 ay arasında
☐	20 ay ile 28 ay arasında
☐	1 sene ile 20 ay arasında
☐	Bir seneden az

20) Genellikle bankanız ile işlerinizi nasıl hallediyorsunuz?

- ☐ Müşteri temsilcimle yüzyüze görüşerek
- ☐ Müşteri temsilcimle telefonla görüşerek
- ☐ İnternet bankacılığı ile
- ☐ Telefon bankacılığı (Çağrı Merkezi/Call Center) ile
- ☐ ATM ile
- ☐ Diğer (Lütfen belirtiniz:)

21) Bölüm VII.

Lütfen, bankanız ve müşteri temsilciniz ile ilgili aşağıda yer alan ifadelere ne ölçüde katılıp, katılmadığınızı uygun seçeneği işaretleyerek belirtiniz.

Bu bankanın çalışanları iyi giyimli ve temiz görünümlüdür.

- ☐ Kesinlikle Katılıyorum
- ☐ Katılıyorum
- ☐ Katılmıyorum
- ☐ Kesinlikle Katılmıyorum

22) Bu bankanın çalışanları hizmetlerini söz verdikleri zamanda yerine getirir.

- ☐ Kesinlikle Katılıyorum
- ☐ Katılıyorum
- ☐ Katılmıyorum
- ☐ Kesinlikle Katılmıyorum

23) Bu bankanın çalışanları müşteri taleplerine hızlı cevap veremeyecek kadar meşgul değildirler.	
☐ Kesinlikle Katılıyorum	
☐ Katılıyorum	
☐ Katılmıyorum	
☐ Kesinlikle Katılmıyorum	
24) Bu banka ile yaptığım işlemlerde kendimi güvende hissederim.	
☐ Kesinlikle Katılıyorum	
☐ Katılıyorum	
☐ Katılmıyorum	
☐ Kesinlikle Katılmıyorum	
25) Bu bankanın çalışanlarının ihtiyaçlarımın ne olduğunu bildiğini düşünmüyorum.	
☐ Kesinlikle Katılıyorum	
☐ Katılıyorum	
☐ Katılmıyorum	
☐ Kesinlikle Katılmıyorum	
26) Bu banka güvenilirdir.	
☐ Kesinlikle Katılıyorum	
☐ Katılıyorum	
☐ Katılmıyorum	
☐ Kesinlikle Katılmıyorum	

27) Bu banka, bir müşteri olarak benim finansal durumumla (kazançlarım, planlarım, beklentilerim, problemlerim vb.) ilgilenir.	☐ Kesinlikle Katılıyorum ☐ Katılıyorum ☐ Katılmıyorum ☐ Kesinlikle Katılmıyorum
28) Muhatap olduğum müşteri temsilcisi dürüştür.	☐ Kesinlikle Katılıyorum ☐ Katılıyorum ☐ Katılmıyorum ☐ Kesinlikle Katılmıyorum
29) Problemlerimi müşteri temsilcisine açıkladığımda, anlayışla karşılayacağını bilirim.	☐ Kesinlikle Katılıyorum ☐ Katılıyorum ☐ Katılmıyorum ☐ Kesinlikle Katılmıyorum
30) Bu bankanın personelinden memnunum.	☐ Kesinlikle Katılıyorum ☐ Katılıyorum ☐ Katılmıyorum ☐ Kesinlikle Katılmıyorum

31) Bu bankanın asli (asıl yapması gereken, temel) hizmetlerinden memnunuz. <table border="1"><tr><td>☐</td><td>Kesinlikle Katılıyorum</td></tr><tr><td>☐</td><td>Katılıyorum</td></tr><tr><td>☐</td><td>Katılmıyorum</td></tr><tr><td>☐</td><td>Kesinlikle Katılmıyorum</td></tr></table>		☐	Kesinlikle Katılıyorum	☐	Katılıyorum	☐	Katılmıyorum	☐	Kesinlikle Katılmıyorum	
☐	Kesinlikle Katılıyorum									
☐	Katılıyorum									
☐	Katılmıyorum									
☐	Kesinlikle Katılmıyorum									
32) Bu bankadan genel olarak memnunuz. <table border="1"><tr><td>☐</td><td>Kesinlikle Katılıyorum</td></tr><tr><td>☐</td><td>Katılıyorum</td></tr><tr><td>☐</td><td>Katılmıyorum</td></tr><tr><td>☐</td><td>Kesinlikle Katılmıyorum</td></tr></table>		☐	Kesinlikle Katılıyorum	☐	Katılıyorum	☐	Katılmıyorum	☐	Kesinlikle Katılmıyorum	
☐	Kesinlikle Katılıyorum									
☐	Katılıyorum									
☐	Katılmıyorum									
☐	Kesinlikle Katılmıyorum									
33) Bu banka ile olan ilişkilerimin kapsamını genişletmek istiyorum. <table border="1"><tr><td>☐</td><td>Kesinlikle Katılıyorum</td></tr><tr><td>☐</td><td>Katılıyorum</td></tr><tr><td>☐</td><td>Katılmıyorum</td></tr><tr><td>☐</td><td>Kesinlikle Katılmıyorum</td></tr></table>		☐	Kesinlikle Katılıyorum	☐	Katılıyorum	☐	Katılmıyorum	☐	Kesinlikle Katılmıyorum	
☐	Kesinlikle Katılıyorum									
☐	Katılıyorum									
☐	Katılmıyorum									
☐	Kesinlikle Katılmıyorum									
34) Bu banka, devamlı müşterilerini (sürekli müşterilerini) muhafaza etmeyi gerçekten önemser. <table border="1"><tr><td>☐</td><td>Kesinlikle Katılıyorum</td></tr><tr><td>☐</td><td>Katılıyorum</td></tr><tr><td>☐</td><td>Katılmıyorum</td></tr><tr><td>☐</td><td>Kesinlikle Katılmıyorum</td></tr></table>		☐	Kesinlikle Katılıyorum	☐	Katılıyorum	☐	Katılmıyorum	☐	Kesinlikle Katılmıyorum	
☐	Kesinlikle Katılıyorum									
☐	Katılıyorum									
☐	Katılmıyorum									
☐	Kesinlikle Katılmıyorum									

35) Bu banka, posta yolu ile devamlı müşterilerini (sürekli müşterilerini) bilgilendirir.

- ☐ Kesinlikle Katılıyorum
- ☐ Katılıyorum
- ☐ Katılmıyorum
- ☐ Kesinlikle Katılmıyorum

36) Bu banka, devamlı müşterilerine (sürekli müşterilerine) diğer müşterilerine oranla daha iyi hizmet sunar.

- ☐ Kesinlikle Katılıyorum
- ☐ Katılıyorum
- ☐ Katılmıyorum
- ☐ Kesinlikle Katılmıyorum

37) Bu bankanın çalışanları, devamlı müşterilerinin (sürekli müşterilerinin) finansal durumu (kazançları, planları, beklentileri, problemleri vb.) ile ilgili bilgi alır.

- ☐ Kesinlikle Katılıyorum
- ☐ Katılıyorum
- ☐ Katılmıyorum
- ☐ Kesinlikle Katılmıyorum

38) Bu banka devamlı müşterilerini (sürekli müşterilerini) bankaya bağlılıkları için ödüllendirir.

☐	Kesinlikle Katılıyorum
☐	Katılıyorum
☐	Katılmıyorum
☐	Kesinlikle Katılmıyorum

39) Bölüm VIII.

Lütfen kendinizle ilgili aşağıdaki soruları uygun seçeneği işaretleyerek cevaplayınız.

Yaşınız:

☐	25'ten küçük
☐	26 ile 35 arası
☐	36 ile 45 arası
☐	46 ile 55 arası
☐	56'tan fazla

40) Kaç farklı banka ile çalışıyorsunuz?

☐	Bir
☐	İki-Üç
☐	Dört veya daha fazla

41) Hangi bankalarla çalışıyorsunuz?

42) Cinsiyetiniz:

☐	Erkek
☐	Kadın

43) Son aldığınız eğitim derecesi:

☐	Lise veya altı
☐	Üniversite
☐	Yüksek Lisans

44) Ailenizin aylık net geliri:



1,5 Milyar TL'den (1,500 YTL) az



1,5 Milyar TL (1,500 YTL) ile 3 Milyar TL (3,000 YTL) arası



3 Milyar TL (3,000 YTL) ile 7.5 Milyar TL (7,500 YTL) arası



7.5 Milyar TL (7,500 YTL) ile 15 Milyar TL (15,000 YTL) arası



15 Milyar TL'den (15,000 YTL) fazla

45) Çalıştığınız sektör:



Kamu Sektörü



Özel Sektör



Diğer (Lütfen belirtiniz:)

46) Mesleğiniz:

- ☐ Akademisyen
- ☐ Alt/Orta Kademe Yönetici
- ☐ Emekli
- ☐ İşçi
- ☐ İşsiz
- ☐ Memur
- ☐ Öğrenci
- ☐ Serbest Meslek
- ☐ Ücretli
- ☐ Üst Kademe yönetici
- ☐ Diğer (Lütfen belirtiniz:)

47) Medeni durumunuz:

- ☐ Bekar
- ☐ Evli
- ☐ Diğer (Lütfen belirtiniz:)

48) Bu bankada en beğendiğiniz hizmet nedir?

49) Bu bankada en beğenmediğiniz hizmet nedir?

50) Bu anketle ilgili yorumlarınız nelerdir?

51) Adınız, soyadınız:

52) Elektronik posta adresiniz:

Appendix K. Coding Format for the Questionnaire

Question Number	Variable Name (Variable Number)	Coding Specification
-	Data Collection Channel (V0)	1: Internet 2: Branch
1-13	Seller's Characteristics	
1	Expertise (V1)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
2	Ethics (V2)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
3	Customer Orientation (V3)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
4	Selling Orientation (V4)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
5	Information Exchange (V5)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
6	Commitment (V6)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
7	Conflict Handling (V7)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
8-13	Relational Selling Behavior	
8	Interaction Intensity (V8)	1: None 2: Once 3: Two or Three Times 4: Four Times Or More
9-10	-Agent Disclosure	

9	Providing information about his/her financial situation (V9)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
10	Providing information about his/her job (V10)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
11-12	-Customer Disclosure	
11	Providing information about his/her financial situation (V11)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
12	Providing information about his/her job (V12)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
13	-Cooperative Intentions (V13)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
14-17	Customer's Characteristics	
14	Relationship Proneness (V14)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
15-16	Involvement	
15	Interest in Financial Services (V15)	1-7 1: Not Interested 7: Very Interested
16	Vitality of Financial Services (V16)	1-7 1: Superfluous 7: Vital
17	Commitment (V17)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
18-20	Relationship Characteristics	

18	Frequency of the Relationship (V18)	1: Less than 10 2: Between 11 and 25 3: Between 26 and 50 4: Between 51 and 75 5: More than 75
19	Relationship Longevity (V19)	1: Less than 1 year 2: Between 1 year and 20 months 3: Between 20 and 28 months 4: Between 28 and 36 months 5: More than 3 years
20	Medium of Interaction (V20)	1: ATM * 2: Internet Banking 3: Call Center 4: Phone 5: Face to face 0: Other * The coding for this variable was made according to the level of human interaction realized through the mediums of interaction. Finansbank offers a live chat opportunity in Internet banking application, therefore Internet banking is thought to offer more human interaction than ATM. Additionally, since "Phone" is used to mean speaking on the phone with the salesperson to whom the customer is accustomed, it is considered to offer more human interaction than Call Center.
21-25	Service Quality	
21	Tangibles (V21)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
22	Reliability (V22)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
23	Responsiveness (V23)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
24	Reassurance (V24)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree

25	Empathy (V25)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
26-32	Relationship Quality	
26-29	Trust	
26	-Trust in firm's credibility (V26)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
27	-Trust in firm's benevolence (V27)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
28	-Trust in salesperson's credibility (V28)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
29	-Trust in salesperson's benevolence (V29)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
30-32	Satisfaction	
30	- Satisfaction with personnel (V30)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
31	- Satisfaction with the core service (V31)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
32	- Satisfaction with the organization (V32)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
33-38	Relationship Marketing Effectiveness	
33	Relationship Enhancement (V33)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree

34	Relationship Continuity (V34)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
35	Communication (V35)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
36	Differentiation (V36)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
37	Personalization (V37)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
38	Rewarding (V38)	1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree
39-46	Demographics	
39	Age (V39)	1: Less than 25 2: Between 26 and 35 3: Between 36 and 45 4: Between 46 and 55 5: More than 56
40	Number of banks from which the respondent gets service (V40)	1: One 2: Two-Three 3: Four or more
41	Names of the banks from which the respondent gets service (V41)	
42	Gender (V42)	1: Male 2: Female
43	Education (V43)	1: High School Or Less 2: University 3: Postgraduate
44	Income (V44)	1: Less than 1500 YTL 2: Between 1500 and 3000 YTL 3: Between 3000 and 7500 YTL 4: Between 7500 and 15000 YTL 5: More than 15000 YTL
45-46	Occupation	

45	Sector (V45)	1: Public Sector 2: Private Sector 3: Other
46	Profession (V46)	1: Academician 2: Lower/Middle Manager 3: Retired 4: Employee 5: Unemployed 6: Officer 7: Student 8: Self-Employed 9: Upper Manager 10: Other
47	Marital Status (V47)	1: Single 2: Married 3: Other
48	Best services of the bank (V48)	Open-ended
49	Worst service of the bank (V49)	Open-ended