



An Empirical Study: Survey of Relationship between Marketing Mix and Customers' Loyalty (Case Study: SMEs in Ghazvin city)

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ABSTRACT

This research has done to investigate the Relationship between Marketing Mix and customers' loyalty in SMEs in Ghazvin city in year of 2015 . Statistical population in this study is customers of SMEs in Ghazvin city that number of statistical population is 384 people. Due to the nature of the population studied, available sampling method was used and sample and sampling methods census is used, in other words sample is population. this research in term of purpose this research is applied research and the method is descriptive, this is a description because offers a picture of the current situation and survey because the relevant data gathered through the sampling in a survey done and in terms of the relationship between variables are correlational. The study of the way the questionnaire was used for data collection. data entered SPSS20 software for data analysis, statistical tests (Pearson correlation, multiple regression, T and F test) were used.

Keyword:

- / Marketing Mix
- / Customers' Loyalty
- / Price
- / Promotion
- / Distribution Channel

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