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Presenting A Paradigmatic Model of Electronic Customer Loyalty in the Banking Industry

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Abstract

Background and purpose: Electronic banking as online banking provides online banking and financial services. The purpose of this study is to gain a deeper understanding of the electronic loyalty paradigm in the banking industry. The nature of the current research is exploratory, its purpose is applied, and the data collection method is descriptive. Research methodology: The research is of applied type and was conducted qualitatively and with grounded theory method. The data were selected from semi-structured interviews with 14 experts in the field of information technology in different banks using the purposeful sampling method, and the interviews were conducted until the theoretical saturation was gained then relevant data were collected; after that, through the three stages of open, core and selective coding, which is the method used in grounded theory research, the analysis and model of electronic loyalty building in the banking industry was extracted. Findings and results: during three stages of data coding, six conceptual categories include of online trust building, electronic service quality, added value, agility building, online relationship marketing (ORM) system and central system development were developed to compile a model of this process around the main axis of "electronic loyalty building". Based on the findings, the most important needs of this matter for the causal conditions, trust building (security, trustworthiness and error reduction), for context, agility building (fintech business and high flexibility and speed of action), for strategy, ORM system (personalization, online relationships development and responsiveness) and for consequence, development of a core system (focusing on customer-centeredness and leaving person-centeredness) were identified. Considering the importance of electronic loyalty building in the banking industry, and in order to increase productivity it is necessary to satisfy customers and retain them with the help of interactions. The findings of this research can also be used by Iran's banking industry in different types of banks, including Maskan Bank.

Keywords: *Electronic Loyalty, Banking Industry, Grounded Theory.*

Introduction

Today, all aspects of human life have been influenced by the web and Internet, and providing services on the web and in electronic form is more economical for all organizations compared to traditional methods (Teimuri and Gudarzvand Chegini, 1397). On the other hand, in the present business environment, organizations by retaining customer and earning profit are looking for solutions and models to overtake their competitors. Nevertheless, in order to provide effective financial and banking services, the use of information technology and Internet is inevitable (Ho and lin, 2010); so that the provision of banking services through electronic channels has increased the competition in the banking industry and is known as Internet banking, and since providing services to customers 24- hour without time and place constraints is done at a much lower cost, in facilitating electronic commerce it has become popular in global markets. But one of the challenges facing banks is to attract and retain customers and formulate an electronic loyalty paradigm and its

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implementation, and this is necessary economically and competitively, because without customer loyalty, the best electronic business models will face irreparable losses. Laurent and Lin (2003) believe that in order to increase customer loyalty, electronic services must be satisfactory. Meanwhile, modern banking services that are closely related to information and communication technology are among the most important factors in creating a competitive advantage for banks and attracting and retaining customers and their satisfaction (Maleki Minbashi Rozgah et al., 1394). Communication with customers is considered one of the important elements in customer marketing and requires banks to communicate closely with their customers in order to retain and increase them (Bina, 1398).

This is while that, customer loyalty is known as an effective indicator of continuation success in business (Ebrahimi et al., 1398:144), and is one of the main factors that facilitate achieving of competitive advantage (Prentice and Loureiro; 2017), and it helps companies to be sure of increasing their sales and profit in the future (Disfani et al., 2017). Accordingly, Sheena Lovia Boateng (2018) defined customer loyalty as a positive attitude that customers show towards a certain product or service, and as a result, repeats the purchase behavior. On the other hand, the emergence of the Internet and new technologies have changed the foundations of service interactions and we see the growth of services that provided through multiple channels and to deal with the economy based on knowledge and information, no longer manual and traditional methods work (Dabiri Fard and Akhbari Azad, 1397: 302). Therefore, all organizations and institutions have turned to electronic services, and its evaluation has become one of the priorities of their senior managers (Kazemi et al., 1396: 61). Electronic banking was first used in 1995 in the United States, and then expanded, which refers to the provision of banking services through the Internet by means of a personal computer or other equipment with the ability to access the Internet in different places and at the same time (Ghare Che et al., 1393:139). According to the latest statistics obtained at the end of 1399 in Iran's banking industry, more than 85% of banking transactions were done through electronic banking, and about 50% of them were non- present transactions in Maskan Bank. (Floh and H. Treiblmaier 2006) believe that one of the challenges facing banks is building loyalty in electronic customer (Teimuri and Gudarzvand Chegini, 1397: 67); so that if customers do not accept electronic banking technology and services or do not use them completely, they will earn little income from their investments in such technologies (Dabiri Fard and Akhbari Azad, 303: 1397) and the costs of providing in- person services increase. According to the advancement of technology used in banks, the need for a smart and strong information system is necessary to identify the needs of customers and meeting those in order to create loyalty at a higher level. (Dabiri Fard and Akhbari Azad, 1397: 303). Accordingly, a lot of research has been done in the field of customer loyalty; but, the discussion of electronic loyalty and a framework of factors to achieve electronic loyalty have received less attention. Due to the many competitions in today's electronic world, providing a model to retain customers in the Maskan bank, itself is a fundamental issue. Therefore, according to data-based theory, this research deals with solving the challenges facing the bank regarding the electronic loyalty of Maskan Bank users and investigates what is the paradigm of electronic customer loyalty in Maskan Bank?

The current topic has also been investigated in other researches, among which can refer to Goyal Sami et al.'s (1400) research. In a study, he sought to evaluate the effects of customer relationship management activities on loyalty 779 customers of India's public and private sector banks and showed that customer relationship management has a positive effect on their loyalty through customer knowledge management, customer satisfaction, and customer trust, and all of these factors are stimuli that affect customer trust significantly. The results of the research of Bahari et al (1400) regarding the relationship between service quality and satisfaction, loyalty and trust of customer, in the Enghelab and Laleh hotels in Tehran, showed that service quality has a positive and meaningful effect on customer satisfaction, trust and loyalty, as well as customer trust on customer loyalty. Mahmoudi et al. (1400) also in a study titled the causal relationship between market

orientation and customer loyalty with the mediating role of service quality in a model in fitness clubs found that service quality arrack the effects of market orientation and leads to customer loyalty and makes them loyal. Also, Ebrahimi et al. (2018) in a study titled customer loyalty model for recommender systems in e-commerce found that the "trust" factor has an important relationship with customer satisfaction in e-commerce recommender systems. Besides that, satisfaction with the proposed products can increase customer loyalty in B2C recommender systems and by gaining customer loyalty the product sales in online sales websites will increase. others researches such as Teimuri and Gudarzvand Chegini (1397) has also shown that selected individual and organizational factors, excluding organizational strategy, lead to electronic satisfaction and in turn electronic satisfaction affects the electronic loyalty of customers. The results of research's Joao Reyes,B, Marlin Amorim, Nonomelao (2019): showed that based on signaling theory, the role of signaling interaction and online interaction in influencing the ORM results of banks is highlighted. The results showed that the bank's online communication activities, more than the online tools used, should establish appropriate and useful signals for a positive effect on online trust and loyalty between customers.

Electronic Loyalty

With the development of technology, the volume of e-commerce is growing in the world. These changes are especially evident in the banking sector and it is referred to as electronic banking. Tools such as Automated Teller Machines (ATM), Point of Sales (pos) and Telephone Bank are all included in the e-banking collection (Hosseini and Faramarezi Ebad, 1395), which by reducing costs, increasing the bank's profitability, increasing the speed of providing services to customers, and easy access and 24- hour customer services has freed from time and place and created a special economic position for itself. Due to the fact that customer expectations are constantly increasing, organizations are required to focus beyond the basic needs of customers to a long-term, two-way and profitable relationship for both parties. Since the customer's purchase process is formed by recognizing the customer's needs, searching information, evaluating options, deciding to purchase, and evaluating after the purchase (Watson and et. all. 2002), therefore, customer value should be examined in this process. Zitelman Valarie A. (1988) defines value as the overall assessment of customer of the degree of the desirability of products based on his perception of what he received in exchange for what he paid. Therefore, in relation to the concept of value, organizations should focus on providing better and higher value than organization's competitors and constantly improve it in order to provide the opportunity to succeed and maintain the competitive position of the organization in the market and to increase the motivation of repeat purchases and loyalty. (Evans G, 2002). Of course, a brand name with special value can reduce the cost of marketing because customers are loyal and trust to it, and this can defend the company against the price of competitor service and make them to pay more for the quality of their favorite brand (Jalali and Taheri, 1397). The subject of "customer loyalty" in the discussion of marketing goes back to the efforts of Copeland in (1923) and Churchill in (1942). In general, loyalty is always defined as a sales frequency or a relative volume of purchases from the same branch. Oliver R.L (1999) defines loyalty as "a strong commitment to repurchase a superior product or service in the future, in such a way that the same brand or product is purchased despite the influence and potential marketing efforts of competitors" Burley et Al. Dundee, Larson and Solana., Martin J. D., (2004). believe: "Loyalty is creating an obligation in a customer to transact with a specific organization and buy products and services repeatedly". Therefore, creating loyalty in a customer is a way to increase profits and is necessary for survival. In electronic markets, something that becomes more important every day is that online competitors are only with a few mouse clicks making a person as a customer loyal to their organization (Dabirifard and Akhbari, 2017). Based on the theory of Disk, A.S. and Basu, K. (1994), loyalty is in three levels of: extreme (always), hidden loyalty (high positive attitude) and keeper loyalty. Therefore, banks should go beyond the basic need to satisfy customers, and by creating loyalty and trust for both parties focus on long-term, mutual and profitable relationship (Wazifeh Doost et al., 1396).

According to Kotler, if the company's performance meets the customer's expectations and the customer are satisfied by receiving the service they are likely to repeat their purchase and talk about it with others Jamal A., Naser, K., (2002).. With technological progress, organizations have turned to customer relationship management in order to increase customer satisfaction, based on which, in order to gain more knowledge about the needs and business behaviors of customers and to communicate more and more strongly with them, they use a set of methodologies, processes, software and systems that help in effective and organized management of communication with customers (Abbasi and Turkamani, 1389). Understanding the goals of customer relationship management can help organizations towards CRM and identify factors affecting success, gain a competitive advantage in customer management, and ultimately increase the level of profitability. The benefits of using a customer relationship management system, which the ultimate goal of it is to obtain customer satisfaction and survive in a competitive environment, are reducing sales costs, better identifying customers, reducing marketing costs, increasing loyalty, identifying trends and patterns of customer consumption, easy access to the information of the organization, the correct understanding of the effectiveness of marketing activities, attracting new customers, etc.

Parasuraman, A., others, V. A., & Berry, L. L. (1988) and Grunrose, C. (1984), defined the service quality as the difference between the customer's expectations of the service and his perceptions of the service he actually received (Wang and others, 2003). Service quality is an excellent way to increase customer loyalty to the organization, whose dimensions such as responsiveness, execution, security, design, ease of use, privacy, reliability, and tangible information have a positive and meaningful relationship with customer loyalty. In all over the world, service quality is a competitive weapon (Dabirifard and Akhbari Azad, 1397). Accordingly, the measuring index of customer perception of electronic bank services are ease of use, saving time, presence of signs and guides, intellectual rights, the possibility of performing different banking operations, the existence of advanced information technologies, security, services and support, etc. (Ghaffari et al., 1390), that if is accompanied by quality, it will bring customer loyalty.

Electronic Banking

Electronic banking as online banking includes of provision of banking services that consist of access to the transfer account of funds between accounts and online financial services (Ota, E. M. 2010). that people use to access the bank account, deposits, bank transactions, pay bills, check account balance, money transfer with their personal system, and access to banking facilities from anywhere (Kirakasian, K & Danayata, D. 2014) to perform the desired actions at three levels of informing, communication, and transaction (Qolizadeh, Siddiqa; Qajri, Mehdi 2013). Electronic banking started with automation behind and in front of the counter and continued to connect customers to their accounts and integrate systems and connect customers with all banking operations.

The concept of electronic- loyalty shows the intention of costumer to repurchase products and services through a particular e-seller that quality and design website, trust (privacy, security, reputable brand, third-party verification, standard terms and conditions, reliability, communication and interactions), quality of electronic services, and satisfaction affect on its amounts (Rasooli, and Manian, Amir 2013).

Online Relationship Marketing (ORM)

The discussion of technology and communication management began in the 1990s with studies by authors such as Geiger, S. and Martin, S. (1999), who investigated Internet technology as a communication management tool. Information technology plays main role in communication management performance (Shapiro et al., 2004 cited in S.L. Boateng 2019). This is confirmed by many

marketing researchers, who have discussed the role of technology many times and consider it as a necessary condition for success in developing the effective relationships of companies with their customers (Boateng; 2019). Online communication marketing captures the use of various interactive web features and active tools on the Internet to create and develop long-term beneficial relationships with their customers (Boateng; 2019). Through the host Internet, companies have multiple applications such as websites and social media pages, through which they coordinate multiple activities and relationship development processes (Shapiro et al., 2004). The features of these online programs are often accompanied by activities such as interaction, support, personalization and collaboration aimed at building successful relationships with customers. (Ahn et al., 2014).

Signaling theory will be used to explain the role of ORM activities in bank RM. This theory was created in response to information asymmetry- when the trading parties have access to different types of information - between trading parties in business relationships (Taj, S.A 2016). This information asymmetry often occurs due to the characteristics of service providers and their ability to meet the needs of their customers as well as their distinction from other service providers (Connelly et al, 2011). Signaling theory has been widely used in various fields to explain the phenomenon of customer choice. This theory supports three main elements, namely the signaler (service provider), receiver (customer) and signal. The service provider is trying to influence the opinions of its customers and often provides information about the characteristics of the brand and the quality of their service. They want to reassure customers of their credibility and integrity. And this information is converted into signals that are appropriately transmitted to their customers using different media.

In recently, companies trust more on IT features to send signals to customers with the aim of influencing their perceptions and behavioral goals (Benlian, A. and Hess, T. (2011), In particular, in building relationships, they often send signal through deployment of various Internet tools and applications such as secure socket layer encryption and appropriate content and functional functions such as guide sheets and frequently questions to communicate with security and privacy (Mavlanova et al., 2012; Benlian, A. and Hess, T. (2011)). In addition, other signals are sent through specific activities by the Internet including interaction, personalization, and collaboration to strength the long-term relationships with customers (Boateng; 2019). Therefore, for the purposes of this study, interaction is viewed as signals used by companies to gain online trust and loyalty among their customers.

Research Methodology

This study is an exploratory and applied research that tries to study the pattern of electronic customer loyalty in Maskan Bank. Considering the exploratory nature of the research, the researcher has used the grounded theory method. Grounded theory is a qualitative research method that is particularly suitable for exploratory research that seeks to theorizing or gain a model, because it allows the researcher to collect and analyze data with an open mind and without prejudice or hypothesis. The grounded theory research starts with a general interest instead of raising specific research questions, and before understanding the research method, formulating specific questions and focusing on them may not lead to preconceived ideas or hypotheses. Unlike other methods, grounded theory does not require much background research and should start with collecting data in the real environment. In this method, the researcher collects data and codes and analyzes them simultaneously, and in order to theorizing, he decides from the initial findings of the data what further information is needed and where should they be collected? Accordingly, several semi-structured interviews were conducted with the participants. The research community is all managers and assistants of Maskan Bank in 1401 (Sh). The sampling method was purposeful and the aim of its application was to obtain diverse responses from experts. For this

purpose, samples from technology experts with suitable conditions of interview were obtained. The interviews continued until the point of saturation, that is, until encountering repetitive data. In total, fifteen interviews were conducted. The interview included open questions in three sections: personal information, information needs and customer behavior, and specific aspects (different dimensions of relationship with electronic banking). Each interview lasted 25-30 minutes. The conversations of the interviewees after obtaining their permission and assuring that their identity would remain hidden were recorded and then implemented. The initial questions were including the background of the participants, their roles and responsibilities. The next questions were about their experiences in relation to electronic loyalty of customers which they face during customer loyalty modeling and emerged during the initial interviews. Using of this data set continued until theoretical saturation, that is, until no more ideas or new concepts were extracted from the data and did not contain any new concepts. The basic condition for participating in this research was to have working experience in the bank for at least 8 years.

To analyze the data, three stages of open, central and selective coding, which is the method used in grounded theory research, were used. In the process of data analysis each interview was used more than once, and in the open coding stage, the text of all the interviews were studied individually to extract key points and concepts and then their categories were obtained. In the core coding stage, the categories extracted from each interview were compared together and with the categories of other interviews, so that the researcher could find out whether a new code has already been created or not. Constant repeated comparison led to the formation of groups that included a higher level of data abstraction, each of which included several related concepts, and finally the categories were integrated. If necessary, we defined subcategories, features and dimensions for the categories. In the selective coding stage, the categories and their dimensions were compared and integrated, and the final classes were obtained, which is the first step to extract the model from the data. At this stage, a main idea was obtained and to extract the model the classes were expanded around it. To ensure the validity and reliability of the research, the interview questions were approved by several experts. In the evaluation of qualitative studies have mentioned the criteria of trustworthiness, credibility, dependability, transferability and confirmability . In order to achieve these cases, the following actions were taken: implementation interviews and continuous analysis along with data collection during the interviews, checking how the interviews were coded by another expert to ensure the correctness of the coding and the lack of bias in the researcher's understanding of the content of the interviews. In most qualitative researches, for more reliability, the researcher shows the results of his analysis to the interviewees and gets confirmation, which fortunately in this research, due to the type of the interviewed community, access them again and showing the results of the interview analysis and the researcher's opinion is possible. Therefore, it can be claimed that the conducted interviews are reliable.

Research Findings

Formation of Primary Classes

By analyzing the data obtained from the interviews, 6 conceptual classes were obtained. In the following, these classes were developed around the main axis, which is the "e-loyalty paradigm of customers in Maskan Bank". (Figure 1)

Figure 1: Conceptual Classes of Electronic Loyalty Paradigm of Customers

Data collection and analysis at several levels has led to the emergence of the electronic loyalty group in the electronic banking. The analyze shows that electronic loyalty plays a significant role in the evolution

of electronic banking of Maskan Bank. The logic beyond this fact is the important role of people in the evolution method of electronic banking compared to the old methods. Figure (1) shows how the concepts of electronic loyalty paradigm were revealed from latent concepts. Since the research conducted with the grounded theory method often includes quotes from interviews to highlight important points, the next parts of this research include quotes to emphasize important points and support the research findings. So, in the following, each of these identified classes will be examined.

Online Trust Building.

Online trust between companies and customers is formed when customers have a positive attitude about the ability of service provider to meet their needs, and also honesty in online transactions (Dourif and Burn; 2014).

Table 1: Concepts Mentioned for The Level of Online Trust Building.

Concepts	Participant Code
Confidentiality of information and non-access of others to information	H-10
Establishing security and reducing the error rate so that the customer is sure that his page is not easily hacked.	H-9
The customer is confident that if they need their deposit or services anywhere, they can get	H-4

Except for participant H2, who believed in building trust operationally, the rest of the respondents saw the building trust in the performance of banks' behavior, reduce the rate of error and increase security in the customer experience.

Value Added Performance of Maskan Bank

Except for participant H4, who believed in the effect of performance expectations, the rest of the respondents have considered the improvement of banks' performance in terms of internal and external marketing performance.

Table 2: Concepts Mentioned for The Added Value Level.

Concepts	Participant Code
Creating value for the customer through shared revenues	H-10
Digital currencies from primary markets are rapidly moving to main markets and overshadowing banking systems	H-9
Providing a platform and proposing work projects related to the job and expertise of users and its personalizing	H-4
Benefiting from the reward system for customers	H-6

The Quality of Maskan Bank's Electronic Services

6 of the respondents announced that the importance of needs assessment and monitoring competitor in reducing the service gap and its quality is necessary and essential, and raised the rest of the term of electronic service quality based on customer needs assessment.

Table 3: Concepts Mentioned for The Quality of Electronic Bank Services.

Concepts	Participant Code
Integration of in- person and not present services and related support	H-11
Reducing the gap in services provided compared to competitors	H-90
Providing various quality services in offline and online environments	H-14

Online Relationship Marketing (ORM) Of Electronic Banking

ORM registers the use of various interactive web features and Internet-enabled tools to create and develop long-term beneficial relationships with their customers (Gunn et al.; 2007). The features of these online programs are often controlled through activities such as interaction, support, personalization and collaboration with the aim of building successful relationships with their customers. (Ahn et al., 2014). In this research, the first group who included 12 respondents believed that there are four main aspects of interaction: reciprocity, responsiveness, non-verbal information and response speed. This group reported the use of online tools such as email to promote mutual interaction through frequent communication between themselves and customers, in terms of answers, questions, comments, feedback and criticism. The table (4) shows some examples of this issue:

Table 4: Concepts Mentioned for Online Communication Marketing.

Concepts	Participant Code
Developing the online relationships with costumers	H-1
Responsiveness and accountability supported by online services	H-13
non present services for specific customers and Bank customers	H-11

Development of the Central System

The first group including 9 respondents, believed in gaining information and increasing the awareness of customers, especially in the field of housing issues. This group reported the active and constant use of media (radio and television) and in the next steps the virtual networks and the Internet.

Table 5: Concepts Mentioned for The Development of The System – Centered.

Concepts	Participant Code
Moving from person-centered to system-centered	H-3
Achieving sustainable incomes	H-6

Agile Thinking

More than 13 of the respondents believed in providing fast and simple services; they listed the high flexibility and action speed and adaptability to new technologies such as blockchain, and uncomplicated banking laws along with a wide range of agile services on the mobile platform as the indexes of building loyalty customer which was presented in the general format of agility.

Table 6: Concepts Mentioned for Agility.

Concepts	Participant Code
Fintech business includes emerging technologies and speed in providing quality services including the intelligent presentation of diverse services and helping to survive the system as well as earning quality income	H-2
High flexibility and rapidity of action in providing services	H-12
Non present authentication of costumers	H-7

Forming the Final Main Classes

After determining the categories, the stage of building the main classes of theory is shown as the Table 7.

Table 7: Determining The Main Classes of Categories (Subclasses).

Main Classes	Concept	Categories (Subclasses)
Electronic loyalty	online trust building	Establishing security Maintain confidentiality Reduce of error
	Added value performance	Benefiting from the reward system Non present authentication of customer Creating customer value through shared revenues
	Development of a system- centered	focus on customer-centric Moving from person-centered to system-centered Achieving sustainable income
	Online relationship marketing ORM	Responsiveness and accountability Personalization Develop online relationships
	The quality of electronic services	Providing a variety of online and offline services Support and ease Integration of in- person and non present services
	agility	Fintech business Increase productivity High flexibility and action speed

The Second Step: Core Coding

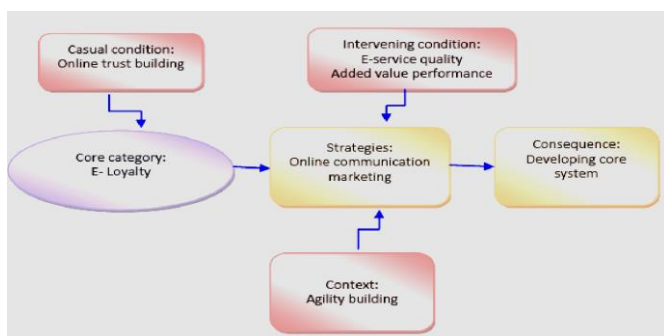
The purpose of core coding is to establish a relationship between the generated classes (in the open coding stage). This is done based on the paradigm model and helps the theoretician to carry out the theory process easily. The basis of the communicating process in the core coding is based on the development of one of the classes. At this stage, the main actions that the researcher followed are the same actions that Strauss emphasized for the core coding stage:

- Expressing the characteristics of a category and its dimensions; an action that starts during open coding.
- Identifying various conditions, actions or interactions and consequences related to a phenomenon.
- Relating a category to its subcategories through propositions that show how they relate to each other.
- Searching for clues in the data that indicate how the main categories can be related to each other.

At this stage, the grounded data theorist selects a category of open-coding phase and places it at the center of the process that are investigating (as the "central phenomenon"), then relates the other categories to it. These other categories are: "causal conditions", "strategies", "contextual and intervening conditions", and "consequences". This step consists of drawing a diagram called "coding paradigm". The coding paradigm shows the relationships between causal conditions, strategies, contextual and intervening conditions, and consequences.

- "Causal conditions": categories related to conditions that affect the core category;
- "context conditions": specific conditions that affect strategies;
- "core category": a mental form of a phenomenon that is the basis of the process;
- "intervening conditions": general contextual conditions that affect strategies;
- "Strategies": specific actions or interactions that result from the core phenomenon;
- "consequences": outputs resulting from employing strategies.

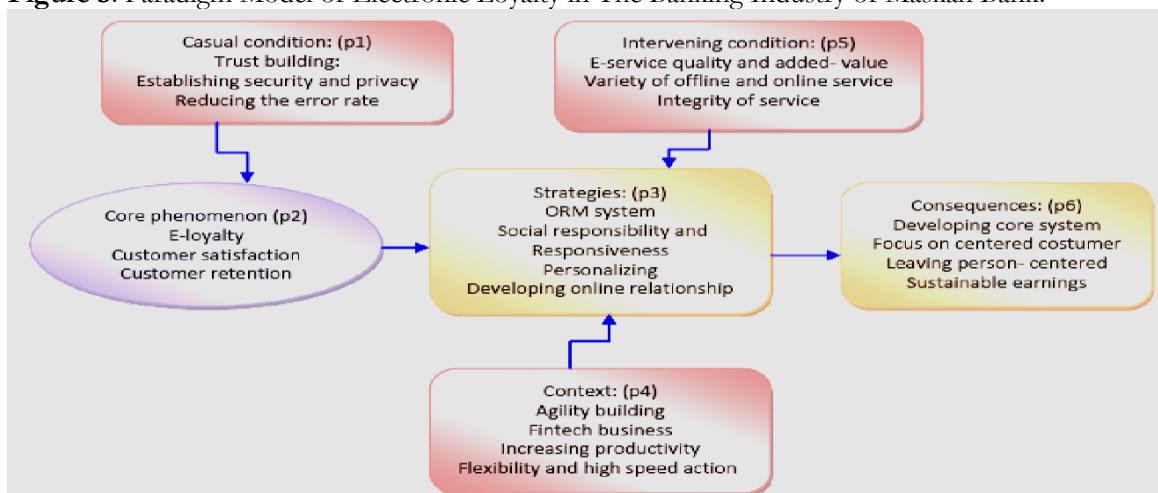
Figure 2: Six Main Factors Centered on E-Loyalty.



The Third Step: Selective Coding

Selective coding (based on the results of the previous two stages of coding) is the main stage of theorizing that relates the central class to other classes systematically and presents those relationships in a narrative framework, and correct classes that need further improvement and development. At this stage, depending on the researcher's understanding of the phenomenon, the framework of the paradigm model is presented in a narrative form, or the paradigm model is broken down and the final theory is shown graphically.

Figure 3: Paradigm Model of Electronic Loyalty in The Banking Industry of Maskan Bank.



Conclusions and Suggestions

The aim of this research was to gain a deeper understanding of electronic loyalty behavior in the banking industry of Maskan Bank, and the use of the grounded theory method and exploratory investigation is of the distinguishing features of this study from other researches in this field. By using this method, as we mentioned earlier, six conceptual classes such as online trust building, agility, electronic service quality, system ORM and development system centered were extended on the main idea of "electronic loyalty paradigm in the banking industry". In this way, a pattern was extracted, which we will describe in a narrative and simple form.

Figure (1) shows a diagram of customer electronic loyalty behavior in the banking industry; and figure (3) shows the paradigm model of this phenomenon, i.e. electronic loyalty paradigm in the banking industry. In this model, the causal conditions, motivating or binding factors for the use of electronic

customer loyalty in the banking industry are shown, the factors that may be weak or neglected in the current situation, but in its time can encourage the Iranian banking industry to implement this phenomenon. One of the most important causal factors has been online trust building. This is depending on establishing security, maintaining confidentiality and reducing the level of system error, because currently businesses increasingly trust on the features of information technology, and therefore, in establishing relationships between customers and banks, they often use appropriate and different Internet tools and applications such as secure socket layer encryption and suitable content and usable functions of customers that help to establish the security and privacy of customers which in the discussion of online trust building of customers is considered as a causal condition.

Contextual conditions are intra- extra organizational features for the implementation of electronic customer loyalty paradigm, conditions that should be considered for better success in the stage before, during and after electronic loyalty in the banking industry. One of the most important contextual conditions for agile attitude is use of fintech businesses, increasing productivity and flexibility, and high speed action. Today's thinking considers organizations as identities that not only react to their external environment, but also actively and effectively define their environment. This paradigm is for the engineering of organizations and defined as the ability to succeed in a changing, unstable and unpredictable environment, that is proposed as "organizational agility". In the implementation of organizational agility, it is necessary to know the factors of agility and its obstacles, because the lack of knowledge of these things prevents the successful implementation of this paradigm, so a careful look help to analyze it in the banking industry.

Unlike contextual conditions, intervening conditions affect the choice of various electronic loyalty mechanisms of customers and can facilitate and accelerate the implementation of electronic loyalty mechanisms. One of the most important factors affecting this mechanism in the banking industry is the quality of electronic services and added value performance for banking industry customers. Special mechanisms are needed to monitor and improve the quality of e-services and value-added performance at each stage. For example, for the quality of electronic services, the variety of online and offline services and the integrity of electronic services are very important, because the credibility and responsiveness of customers in their business depends on this. Electronic loyalty happens when customers feel that their bank provides them with the best possible service and actually meets their needs in such a way that the bank can create a very good position for itself in the field of competition and achieve great goals. For example, what has added value for the customer is ease of doing business and access to facilities and resources that can be found in the bank.

In the dimension of main phenomenon, the definition and dimensions of electronic loyalty in the banking industry was the main topic and question in this research. Customer loyalty is one of the main factors that facilitate the achievement of competitive advantage. This important asset helps businesses to supply their customers in the future and also increase their profitability. Customer loyalty is defined as a positive attitude that customers have towards a particular product or service provider, and therefore the purchase behavior is repeat. Regarding the dimensions of electronic loyalty, it should be said that it includes two main dimensions of customer satisfaction and their retention. Customer satisfaction affects customer loyalty, and customer loyalty has also relatively high predictive power, and to keep customers, they highlighted the importance of interaction for customer loyalty.

In the dimension of strategies and actions in the electronic banking industry, the main actions and activities that can be effective in the electronic loyalty of customers, were identified, which includes the online relationship marketing system (ORM), the dimensions of online responsiveness and personalization, as well as developing online relationships. In the main phenomenon dimension, it was also said that positive interactions are very important to maintain customer loyalty.

Finally, in the dimension of consequences, the expected results and consequences of electronic loyalty were considered. The findings of the research showed that if the banking industry considered the electronic loyalty of customers and its dimensions, it can benefit from the effectiveness of system-oriented development including focusing on customer orientation and leaving person-centered in the banking industry of Maskan Bank. The results of the implementation of customer orientation and the emergence of a system-centered will increase the efficiency of the electronic loyalty system in the electronic banking industry and achieve sustainable earnings in the long term.

As a result, the current research investigated the paradigm of customer electronic loyalty in the banking industry in an exploratory way and presented a model of this process. Based on the research method, it is recommended to make more use of different research methods with a qualitative approach in the studies of banking and information sciences, especially in the basic and fundamental areas of this field with many capabilities that have these methods. Based on the results of this study, it is necessary to study the electronic loyalty paradigm of customers in the banking industry and also the special group of Maskan Bank in order to compare online interactions and their information and investigate the effect of contextual and context factors on this process. According to the findings of the research, it seems that the use of correct management strategies, including encouraging customers to continuously use electronic services, facilitating using electronic services, providing competitive advantages and superior services, can improve customer loyalty. By further examining the motivations of electronic loyalty, informational and technological needs of customers and technological skills, it can be taken effective steps to improve electronic loyalty. It is also suggested that applied studies must be considered for the purpose of applicability and effective use of the results of the current research and electronic building loyalty of customers in the banking industry through the strengthening of informing systems, effective awareness about value-added services and more attention to informing authorities inside Maskan Bank branches. The results of the present research according to the ground theory method have not been conducted in Iran and abroad in the form of an electronic loyalty model, which this feature is due to the selection of a qualitative research method based on data-based theory to explore and explain this phenomenon, i.e. electronic loyalty in the banking industry. For example, contextual conditions, intervention conditions and consequences of electronic loyalty obtained in the research model are not mentioned anywhere. However, regarding electronic banking, there has been a lot of quantitative research, among which can refer to the research of Sheena Lovia Boateng (2018) which examines qualitatively and quantitatively how banking service providers use their channels to support the process of handling customer complaints in an online to offline course, and the research of Joao Reyes and et al. (2018) regarding the role of online marketing in building loyalty has been done through the lens of signaling, which was done quantitatively, and its results are fully mentioned in the current paradigm.

Finally, it should be mentioned that the output of a qualitative research should be a way for subsequent quantitative and qualitative research. Therefore, according to some important and new results of the current research and regarding the six classes of the electronic loyalty model in the banking industry, future researchers are advised to carefully examine the status of the model, the performance measurement indexes for each of the dimensions and providing a native model based on the needs of each bank's customers. It is also suggested that similar studies must be conducted in other banks and financial institutions and its results be compared with the results of the present research.

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