



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.46>

RELATIONSHIP MARKETING: THE MEDIATING ROLE OF CUSTOMER SATISFACTION

Mrs. Suruchi

Assistant Professor in Commerce

B.L.M Girls College

S.B.S Nagar, Punjab, India

ABSTRACT

Customer Relationship Management is a process in which an organisation administers its interactions with customers with using data analysis to study large amount of information. When the organisation connects with the target audience deeply, are much likely to understand their requirements, resolve their problems and create a sense of mutual understanding. The present paper provides a brief account of relationship marketing and its establishment enhancement, modification and termination of relationship with customers. Customer satisfaction is the important area of research for marketers or organisations because happy customers help in generates significant revenue for the company and also helpful into retention in the organisation. Thus, the success of relationship marketing strategies concerned with the effects of customer satisfaction.

Keywords: Relationship Marketing, Customer Retention, Marketing Strategies, Corporate Bonding, Middlemen, Information Technology

INTRODUCTION

Relationship Marketing is a form of marketing strategy that cultivates deeper, more meaningful relationship with customers to ensure long term satisfaction and brand loyalty. Relationship marketing is not focused on short-term wins or sales transactions rather it is focused on delighting customers for the long term. The good and effective relationship marketing helps in making strong customer connections to a brand emotionally that can lead to ongoing business, free word-of-mouth promotion and information from customers that can generate leads. Relationships were formed, trust and loyalty being the foundations used to last for several generations of customers. The customer's satisfaction can be considered as an evaluation based on a comparison between performances of expectations. A customer is satisfied if expectation from a product or service are exceeded or met. It is considered as the key to a company's success and long-term competitiveness. Satisfaction is measured by how well the customer expectations are fulfilled by the organisation and loyalty is the measure of how much the customer wants to make repeated purchase.

ADVANTAGES OF RELATIONSHIP MARKETING

With relationship marketing, organisation goals can be differentiated including increased revenue, reducing customer turnover, higher customer lifetime value, lowered costs etc. Here, are some advantages of relationship marketing:

- 1) Free word of mouth marketing.
- 2) Returning customers purchase more than first time customers.
- 3) Personal connections with the customers/buyers,
- 4) Receive regular communication, follow-through and support from buyers.

DISADVANTAGES OF RELATIONSHIP MARKETING

A business needs to take time to build good image among customers or stakeholders. Many sales or deals do not happen on the first engagement point with customers. So, here are some cons of relationship marketing:

- 1) Negative feedback shared with others.
- 2) Long process to build good image among customers.
- 3) New customers always no longer a priority for businessmen.

MARKETING STRATEGIES FOR RELATIONSHIP MARKETING

Now a days companies have adopted many customized strategies rather than Mass Marketing Program (Mass Marketing is used for large target audience). These strategies help the organisation to providing the information exactly what customers want and also helps in maintaining a proper communication with them, increases the satisfaction level of customers. Such strategies and tools are:

- 1) Build a brand loyalty
- 2) Cherish each customer
- 3) Networking Online and offline
- 4) Listen to the customers
- 5) Provide loyalty Rewards



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.46>

- 6) Communicate often with customers
- 7) Face to face time
- 8) Organise special events

THE FUTURE OF RELATIONSHIP MARKETING IN CONSUMER MARKETS

Consumers have always been interested in relationships with marketers. In future, marketer-initiated approached to relationship marketing will become more prevalent and rise sharply. New technologies are making it possible and affordable for organisations to engage in and maintain relationships with customers. The ability to engage in relationship marketing has primarily developed because of technological advances that are facilitating the process of engaging and managing relationships with individual consumers. Corporate bonding would extend beyond single levels of the relationship to multiple level of the relationship. For example, instead of the salesperson being the only person responsible for creating and maintaining relationships with consumers, it is quite likely that other employees in the company will also be able to directly interact and develop psychological bonds with the consumers.

Technology would not only assist in relationship formation but it would help in its enhancement and even in termination of relationships. Through the use of Information Technology, consumers can enhance relationships with marketing organisations. Recently. The focus has shifted from creating brand loyalties through mass advertising and sales promotion programs toward developing one to one relationship. More marketers try to develop a relationship directly with the consumers (as opposed to through middlemen), the better will be the response and commitment from consumers. This is because Middlemen do not have the same sense of emotional bond in what they offer as does a manufacturer or marketer creator. Middlemen tend to be more transaction oriented. As our society is becoming more service oriented, this shifts toward direct marketing that bypasses the middlemen. As producers and consumers interact more directly, we expect greater prevalence of relationship approach to market behaviour.

RELATIONSHIP MARKETING EXAMPLES

Here, let's take a look at some relationship marketing examples and tactics, use to make this strategy work by 'A Bank' and 'Coco Cola' company.

- Coca Cola advertises its beverages with touching messages about family and friends. Coca cola bottles themselves tell you that you should share coke with someone special who close to you. The consumer identifies with these feelings, so buying a Coke becomes something more. The consumer feels happy and inspired while buying the soda. Other companies are highly invested in creating their feelings in their customer via marketing strategies.
- When a Bank goes on the Internet, Consumers learn about other offerings of the marketer and patronize multiple services resulting in One-step service. Consumers also provide and obtain additional information from the marketer. The influence of technology such as bulletin boards and integrated data interchange would facilitate group and institutional influence on consumers for engaging in or terminating certain relationships.

CONCLUSION

This study is intended to evaluate the relationships among customer satisfaction, customer trust and customer commitment. The main objective of this study is to examine the role of consumer satisfaction in the relationship between customers, organisation reputation and customer loyalty in the Indian context. So that relationship marketing strategies should be concerned with the effects on consumer's expectations. Marketers should continue to offer information for consumers so that they can gain expertise with the category wise. It is marketer's role to educate consumers and provide the necessary information for people to make suitable choices within the category. Today's organisations need to understand the emotions and needs of consumers, their values, culture and provide maximum customer value along with relationship marketing according to the demand of the situation.

References

- Kotler, P. and Keller, K.L. (2009) Marketing management. Pearson International Edition. 13th Edition. Pearson Education Inc. Upper-Saddle River
- Kogut, B. and H. Singh (1988). "The Effect of National Culture on the choice of Entry Mode." *Journal of International Business Studies*, 19(3):411-432
- Sheth, Jagdish and Atul Parvatiyar.1995. "Relationship Marketing in Consumer Markets. Antecedents and Consequences." *Journal of the Academy of Marketing Science*23(4):255-271
- Morgan, Robert M. and Shelby D. Hunt.1994. "The Commitment-Trust Theory of Relationship Marketing". *Journal of Marketing* 58(July):20-38.
- Helene Cherrier and Caroline Lego Munoz (2007) "A Reflection on Consumers' Happiness: The Relevance of Care for others, Spiritual Reflection, and Financial Detachment" *Journal for Consumer research*. Issue 12PP 1-19.