The Role of Relationship Marketing in Improving Brand Loyalty with Special Reference to Online Shopping

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Abstract- Relationship marketing has emerged as a crucial strategy for businesses seeking to foster brand loyalty and establish long-term relationships with their customers. In today's highly competitive marketplace, building and maintaining strong connections with consumers has become a key differentiating factor for brands. This abstract aims to provide an overview of the concept of relationship marketing and its significance in cultivating brand loyalty. This customer-centric approach enhances customer satisfaction and increases the likelihood of repeat purchases and long-term loyalty. This abstract explores the benefits of relationship marketing for businesses. It highlights the potential for increased customer retention, repeat purchases, and positive word-of-mouth recommendations. It also highlights the limitations of this topic. Along with the recommendations to do more better in the market. Descriptive mode of study has been performed for this topic in which primary and secondary data has been used, so the data was collected from different sources like Questionnaires, Journals, Articles, and research papers. Nature of population which filled the questionnaire was different age group of people 15-45years and above respondents are either working or self-employed. Convenience sampling method has been used in this study and the sample size is between 100-200. This study will lastly be followed by the major findings.

Indexed Terms- Relationship Marketing, Brand Loyalty, Customer Satisfaction, Word-of-Mouth

I. INTRODUCTION

Building and maintaining enduring relationships with customers is the fundamental goal of the strategic marketing method known as relationship marketing. It is predicated on the idea that building solid and enduring bonds with clients can result in higher client satisfaction, client retention, and eventually, business expansion.

The focus of relationship marketing is on forging connections between a business and its clients that are mutually beneficial. It transcends conventional transactional marketing, which places a premium on closing a deal and moving on to the following client. Relationship marketing seeks to build a connection between the client and the business, encouraging patronage and repeat business.

Relationship marketing is essential for boosting customer loyalty to brands. By gaining an understanding of the needs, tastes, and worries of its clients, it concentrates on establishing and maintaining long-term relationships with them.

In order to develop loyalty, relationship marketing seeks to forge a connection between the client and the business. In order to promote repeat business, client lifetime value, and good word-of-mouth recommendations, brands must build close relationships with their consumers.

It aims to increase interaction as well as inspire customers to develop strong emotional ties with our brand. When done correctly, the outcome is a higher customer lifetime value and more consistent sales. This is a very distinctive and successful marketing strategy since it fully concentrates on keeping the current customers rather than seeking out new ones. Relationship marketing assists businesses in converting their target markets into devoted, lifelong clients.

- Objectives of this study:
1. To understand the impact of relationship marketing strategies on brand loyalty with special reference to online shopping.

2. To evaluate the effectiveness of relationship marketing in comparison to other marketing approaches with special reference to online shopping.
3. To study the effect of relationship marketing strategy on customer loyalty with special reference to online shopping.
4. To provide insights and recommendations for marketers in online shopping.

- SCOPE OF RELATIONSHIP MARKETING IN IMPROVING BRAND LOYALTY WITH REFERENCE TO ONLINE SHOPPING.

Building lasting and significant relationships with customers is the main goal of the relationship marketing strategy. It places a strong emphasis on client loyalty, involvement, and satisfaction. Relationship marketing implementation has several benefits for enhancing brand loyalty. Here are several major advantages:

Deeper Emotional Connection Between Customers and Brands: Relationship marketing aids in fostering a stronger emotional connection between consumers and brands. Brands may increase customer trust and loyalty by interacting with them personally, learning about their problems, and providing specialised solutions. The customer's opinion of the brand is improved by this connection, which also boosts their likelihood of long-term loyalty.

Higher Customer Retention Rates: Stronger customer ties result in higher customer retention rates. Customers are more likely to remain devoted and maintain their engagement with a business when they feel valued and appreciated. This loyalty is strengthened and client turnover is decreased by using relationship marketing techniques including personalised communication, loyalty programmes, and exclusive offers.

- Higher Customer Lifetime Value: Rather than concentrating simply on one-off transactions, relationship marketing tries to develop long-term ties with customers. Brands may increase customer lifetime value (CLV) and increase lifetime revenue from each customer. Customers that are loyal to a brand are more likely to make repeat purchases, add to their order, and are less price sensitive, increasing the business's profitability.

- Competitive Advantage: Establishing strong bonds with customers gives brands a competitive edge. Relationships and emotional ties formed through relationship marketing become a differentiating advantage in today's competitive market, where goods and services are frequently easily replicable. This benefit makes it more difficult for other brands to entice away devoted clients, strengthening the brand's market position.
- Greater Customer Satisfaction: A key component of relationship marketing is determining and meeting consumers' wants. Customers' pleasure may be significantly increased by brands if they actively listen to them, solve their concerns, and provide individualised experiences. Customers who are pleased with a product or service are more likely to tell others about it, fostering brand loyalty and attracting new customers.
- Pleasant Referrals & Word of Mouth: Customers that are loyal and satisfied are more likely to spread the word about their positive experiences. They become brand ambassadors who spread the word about the business to their friends, family, and coworkers. This word-of-mouth marketing generated by loyal customers is quite effective and can bring in new clients, thereby boosting brand loyalty.
- Useful consumer Feedback: Brands can obtain useful consumer feedback through relationship marketing strategies. Brands can find areas for development and create better products, services, and experiences by actively listening to customer comments, preferences, and suggestions. This feedback loop improves the relationship between a brand and its customers and shows that the company values their opinions, which increases customer loyalty.

- LIMITATION:

While relationship marketing offers many advantages, it's important to recognize that there can also be some limitation or challenges associated with its implementation. Here are a few potential drawbacks to consider:

- Time and Resource Intensive
- Costly implementation
- Cultural Differences

- Biasness
- Geographic constrains

THEORITICAL FRAMEWORK:

Customer loyalty is influenced by two key factors: customer commitment and customer trust.

1. Customer Commitment: Commitment refers to a customer's psychological attachment and dedication to a brand. It consists of three dimensions:
- Affective Commitment: Emotional attachment to the brand, driven by positive experiences, satisfaction, and a sense of belonging.
- Continuance Commitment: The perceived costs associated with switching to another brand. Customers with high continuance commitment are less likely to switch due to financial, time, or effort-related reasons.
- Normative Commitment: Social or moral obligations towards the brand. It involves a sense of loyalty based on shared values and norms. Customer commitment leads to repeat purchases, positive word-of-mouth, and resistance to competitive offerings, contributing to brand loyalty.
2. Customer Trust: Trust is an essential element of relationship marketing. Trust represents a customer's confidence in a brand's reliability, honesty, and competence. It consists of three dimensions:
- Ability Trust: The perception that the brand has the necessary skills, expertise, and resources to deliver on its promises.
- Benevolence Trust: The belief that the brand has the customer's best interests at heart and will act in their favour.
- Integrity Trust: The perception that the brand operates with honesty, ethics, and transparency. When customers perceive high levels of trust in a brand, they are more likely to engage in long-term relationships, exhibit brand loyalty, and become brand advocates.

II. LITERATURE REVIEW

- Wayan Jaman Adi Putra & Dessy Pramita Putri (2019), The current study aims to investigate: (1) perceived service quality, relationship marketing, and customer loyalty at Dewarna Hotel in Malang; (2) direct effects of service quality on relationship marketing; and (3) direct and indirect effects of service quality on customer loyalty via relationship marketing. The research design was descriptive and explanatory. Samples were 98 respondents who had stayed at least three times in a year at Dewarna Hotel. Samples were determined using simple random sampling. Instruments utilized were questionnaires, which subsequently were analyzed using path analysis. The findings indicate that (1) customers perceived service quality, customer loyalty, and relationship marketing at Dewarna Hotel in Malang as favorable; (2) service quality positively and significantly affects relationship marketing; and (3) service quality directly and indirectly has positive and significant effects on customer loyalty via relationship marketing.

- Andreas B. Eisingerich & Simon J. Bell (August 2006), The effectiveness of relationship marketing efforts in services selling is to a large extent dependent on customers' commitment to increase the depth and breadth of their relationship with the organisation. In this study, we seek to extend current thinking by presenting a model that examines the relative importance of customer education, participation, and problem management in driving customer loyalty. To test the relationships between these variables, we use data collected from 1,268 clients of a global financial services firm. Overall, the results support the hypothesised model and show customer education to be the strongest determinant of client loyalty. Current findings provide implications for multi-product financial institutions that are of theoretical and practical interest alike.

- Kunal Gaurav (2016-Mar), With growing number of organizations offering wide range of choices across the industry made today's market more competitive than ever before. Fuelled with LPG

(Liberalization, Privatization and Globalization), the entry of multinationals encouraged the domestic organizations to move from sellers' driven marketing to buyers' driven marketing approach. Cultivating customer loyalty is often considered as the key driver for organization's long term sustainable marketing success. Of late, Relationship Marketing has emerged as one of the most powerful marketing tools to cultivate customer loyalty, interaction and long-term engagement. Now a day, Organizations across the industry are depending upon relationship marketing to broaden their market share by strengthening customer relationships and building customer loyalty. Taking evidence from Indian Automobile Industry, this study is intended to empirically investigate the impact of relationship marketing on customer loyalty.

- Samaan Al-Msallam and Abdullah Alhaddad (Jul-2016), Loyalty of a company's consumer has been recognized as the dominant factor in business firm's success. This study helps us extend our understanding of the relationship between customer loyalty, customer satisfaction, Relationship Marketing (trust and commitment). This is of considerable interest to both practitioners and researchers in the field of hospitality management. The objective of this research is to identify the factors of trust, commitment (affective and Calculative) and customer satisfaction that are positively related to customer loyalty in hotel industry. Using data collected from three different hotels in Damascus, Syria. A total of 117 surveys were analyzed using Partial Least Square(PLS), the findings indicate that customer satisfaction, trust on hotel and affective commitment positively correlated to customer loyalty.

- Mamoun N. Akroush and Amjad A. Abu ELSamen (Jan- 2012), The aim of this research is to examine the relationship between customer satisfaction dimensions (overall, functional, and technical customer satisfaction) and customers' loyalty through examining the mediating role of relationship marketing skills in mobile service operators (MSO) in Jordan. Data were collected from 1,350 mobile service subscribers from which 1,007 were valid for analysis. Structural equation modelling was used to test the proposed model. Results from exploratory and confirmatory factor analyses indicated that the customer satisfaction construct consists of three dimensions (overall satisfaction, functional satisfaction, and technical satisfaction). We found that customer satisfaction dimensions positively affect customer loyalty. Technical customer satisfaction and overall customer satisfaction dimensions exert the strongest influence on customer loyalty, respectively. It was also found that relationship marketing skills partially mediate the relationship between customer satisfaction dimensions and customer loyalty. Managerial implications were also addressed indicating that achieving customer satisfaction is not sufficient to enhance customer loyalty; employees should have relationship marketing skills to enhance customer loyalty. Our research is the first attempt to investigate the relationship between customer satisfaction dimensions and customer loyalty through the mediation role of relationship marketing skills either in Jordan or other developing countries.

- Lyle R. Wetsch PhD (Sept-2008), In an attempt to increase customer loyalty amid increasingly competitive business environments, organizations are looking to customer relationship management (CRM) to help provide a solution. In spite of CRM failure rates cited as being as high as 70%, organizations continue to invest hundreds of thousands of dollars on CRM implementations. Attempts of past research to resolve why failure rates are so high have tended to focus on technological factors such as database integration or factors internal to the organization such as system adoption or organizational culture. While these areas are important, reactions of customers may also play a role. This paper uses justice theory to investigate the potential impact that customer involvement in a CRM implementation may have on customer loyalty. Propositions are provided to guide future research.

- Po-Tsang Chen, Hsin-Hui Hu (Sept 2010), Retaining and cultivating customer loyalty has become increasingly important for coffee outlet marketers and operators due to the highly competitive environment. This study aims to

develop and test a model investigating how relational benefits enhance perceived value to win customer loyalty. Using a self-administered questionnaire survey, 949 respondents from coffee outlets were used for this study. The findings show that relational benefits have direct effect on perceived value and customer loyalty. In addition, relational benefits also have indirect effect on loyalty via perceived value. Finally, perceived value positively influenced customer loyalty. The findings suggest that coffee outlet operators with a better understanding of their customers' perceptions, and help them in developing competitive strategies that differentiate themselves from competitors and win customer loyalty in an aggressive market.

- Muhammed Ngoma & Peter Dithan Ntale (March-2019), A cross-sectional and quantitative study design, with the aim of explaining the relationship between relationship marketing and customer loyalty, and the mediating role of word of mouth in this relationship was undertaken. A sample of 384 was determined from a population of the mobile telecommunication users based on Krejcie & Morgan sampling framework. The study utilized 384 questionnaires. The authors conducted confirmatory factor, correlation, regression, mediation and SEM for analysis, interpretation and results. While trust, relationship satisfaction and reciprocity components of relationship marketing have been found to be significant predictors of customer loyalty in other studies, our study findings reveal contrasting results. This is a unique finding in our study. However, in line with earlier studies, our findings indicate a positive significant relationship between relationship marketing components of communication, commitment, and customer loyalty. The study also finds a significant positive relationship between the relationship marketing components of communication and commitment and word of mouth and a significant positive relationship between word of mouth and customer loyalty. Telecommunication companies should pay attention to relationship encounters that build commitment, should develop targeted communication channels which build positive word of mouth communication. This will ultimately create loyal customers for mobile telecommunication companies.

- Ashish Gupta and G.P. Sahu (July-2015), This paper aims to examine the impact of relationship marketing dimensions (namely trust, long term relationship, technology orientation, service quality, satisfaction, loyalty programme and brand image) on customer loyalty in the mobile telecom market in India. To test the proposed model in the context of mobile telecom services, the authors use data collected from a pilot survey of 120 sales professionals who are using mobile services for business usage to pre-test the conceptual model. The data were factor-analysed, reliability was tested to determine the key dimensions of relationship marketing and for performing the subsequent multivariate analyses. Interest in the subjects of relationship marketing and customer loyalty has been growing among marketing researchers and practitioners. This study reinforces and refines the body of knowledge relating to relationship marketing tactics in the mobile telecom industry in India that can be used in the management for a better relationship with customers, and enhances users' mobile service usage.

- Kunal Gaurav (Nov-2008), Marketing has made a paradigm shift from transactional approach to relational approach. We are living in a globalized world, where competition has become an unavoidable element of business and customers have become scarce. This has led to a situation where all the firms in the same industry are trying to attract the same customers in various ways, even while offering similar products and services. They are using relationship marketing approach to ensure that the customers remain loyal and come back to them for the same products and services. This study aims to understand the impact of relationship marketing on customer loyalty. It also discusses the impact of various demographic variables like gender, income and education, in association with marketing variables, on customer loyalty.

- Relationship marketing is seen as an effective weapon to retain the existing customers in order to reap the benefits of customer loyalty. With increase in competition, making customers loyal to firm is a challenging task particularly in banking sector where the products and services are homogeneous and switching intentions among customers remain high. Researchers and practitioners are keen to understand the progression of research on the impact of relationship marketing practices on customer loyalty and financial performance. In view of the growing importance of relationship marketing and customer loyalty, present study attempts to review relationship marketing practices and customer loyalty and their linkages in the context of banking sector and to offer suggestions, on the basis of review of literature, to make bank customer relationships more effective and efficient.

- Organizations are actively involved in relationship marketing (RM) activities to strengthen their connections with customers. The current study discusses the multidimensional constructs of relationship marketing and its influence on customers' brand attachment in the hotel sector, taking into account the sequential mediation of attitudinal loyalty and behavioural loyalty between relationship marketing and purchase intention constructs. In order to collect the research data, we distributed questionnaires among 304 hotel customers and used SEM technique to analyse the hypotheses. The findings revealed that four dimensions of relationship marketing played a critical role in improving customers' brand attachment. Furthermore, brand attachment has a significant and positive impact on behavioural loyalty and attitudinal loyalty. In addition, brand attachment, attitudinal loyalty, and behavioural loyalty have proved as significant serial mediators between the linkage of relationship marketing and purchase intentions. We also discussed the study's theoretical and managerial implications.

- The authors attempt to explain the relationships among relational bonds, customer value, and customer loyalty in three different consumer groups (stayers, dissatisfied switchers, and satisfied switchers) in the retail banking industry. Data were obtained from a sample of 613 Taiwanese bank customers. The findings are threefold. First, for stayers, three types of bonds (financial, social, and structural) improve customer utilitarian and hedonic values, thus leading to enhancement of customer loyalty. Second, for dissatisfied switchers, only the structural bond has a significant impact on customer's utilitarian value, which significantly improves customer loyalty. Third, for satisfied switchers, the social bond significantly affects the hedonic value, whereas the structural bond significantly affects the utilitarian value. Furthermore, both utilitarian and hedonic values have significant effects on customer loyalty. The authors discuss the managerial implications and directions for further research.

- Whilst it has long been acknowledged that the fundamental purpose of marketing is the 'getting and keeping of customers', the truth is that more attention has been paid, typically, to attracting customers than to keeping them. More recently there has emerged a recognition that marketing needs to encompass not only those activities necessary to capture business in the first place, but also to develop processes that will enhance long-term customer loyalty. This viewpoint is the foundation for the development of the concept of relationship marketing, at the heart of which lies the proposition that the fundamental purpose of marketing is the creation and development of long term, profitable relationships with customers.

- One characteristic of online consumer behaviour is the low cost of searching for alternatives. Therefore, customer loyalty is more difficult to achieve in the online context than in the offline one. Although studies have discussed the effectiveness of relationship marketing, nearly all studies examining such constructs have been in the context of 'offline' consumer behaviour. About the 'online' context, the integration of Internet technology with the customer loyalty concept is rarely discussed in the relationship marketing literature. Furthermore, empirical research that integrates the actual purchase behaviour of customer retention and cross-buying is relatively sparse. In response to this, the current study

develops and empirically tests a model that examines the relations among relationship-bonding tactics, perceived relationship investment, perceived relationship quality, customer loyalty, customer retention, and cross-buying. Using survey data from 766 online customers of a securities corporation, the results demonstrate the effectiveness of relationship marketing as it positively influences online customers' perception, then their loyalty, and ultimately, their actual purchase behaviour.

- Nowadays it is unavoidable for companies to create customer and brand satisfaction. The economic crisis and decreasing purchase potential enforced companies to develop new marketing strategies. In this context the concept of relationship marketing comes to the fore. Thanks to fast developments in technology, companies can follow customers shopping intervals and their shopping list and by this means, they make different applications to form loyal customer. In this study, relationship marketing approach has been analysed to constitute customer and brand loyalty and interrelations among those concepts have been explained theoretically.

- This study investigates the impact of customer relationship management (CRM) and company reputation on customer loyalty with customer satisfaction mediating the relation among small and medium-sized enterprises. Customer satisfaction is essential for company reputation and loyalty because a company's reputation largely depends on customer satisfaction in turbulent markets. Therefore, the current study is conducted in the Pakistani context to examine the customer believes regarding the company reputation. Due to uncertainty in the Pakistani market, no company can go smoothly in this turbulent market. To achieve the main objective of the study, data were collected from registered firms operationalized in Islamabad and Rawalpindi and verified by the Small and Medium-sized Enterprises Development Authority (SMEDA). Structured questionnaires were employed and total 345 questionnaires were distributed among the top management and 217 responses were received. After excluding those responses which were

missing and not correctly completed, the remaining 181 were used for final analysis. For hypothesis testing, AMOS was used. Hence, our findings suggest that customer relationship management and company reputation have a positive and significant impact on customer loyalty. Additionally, customer satisfaction partially mediates the relation among customer relationship management, company reputation and customer loyalty. Hence, this study offers some suggestions to policymakers and practitioners. They should build deep trust among the company's staff, which will become a good source of company reputation. In addition, different steps such as advertising, public relations and marketing campaigns are significant in changing customer's behaviours.

- Increasing competitiveness, as experienced in the international economy, forced business organizations to place a larger emphasis on building valuable customer relationships. As a result, relationship marketing has emerged to address the twin concerns: obtaining and maintaining customers, thus ensuring customer loyalty. This paper empirically examines the impact of relationship marketing antecedents on the quality of firm-customer relationships and customer loyalty in the Ethiopian mobile telecommunications market. A sample of 350 respondents was drawn using a systematic random sampling technique. Correlation and regression analyses were carried out to compute the association and level of influence of the key constructs of relationship marketing on the dependents (firm-customer relationship quality and customer loyalty). Additionally, conflict handling was reported to be a common (significant) contributor to firm-customer relationship quality and customer loyalty.

- The purpose of this study is to explore the linkages between relationship investment, relationship quality, and loyalty, as well as the moderating role of relational characteristics of age (length of relationship), density (number of unique relational ties), and dependence (extent of dependence on relationship partnership). Based on the interpersonal perspective, this study extends

previous research by incorporating relational characteristics in understanding the effects of relationship investment strategies on loyalty. Responses collected from 381 actual retail banking customers were analysed using structural equation modelling and hierarchical regression analysis. The results show that in forming customer loyalty, relationship investments, satisfaction, and commitment play a critical role. However, it was found that these relationships are moderated by the relational characteristics. Specifically, the effect of relationship satisfaction on loyalty decreases as the length of the relationship increases. On the contrary, a positive satisfaction and loyalty relationship was observed for high density users. These findings help managers in developing and implementing relationship investment strategies that enhance customer loyalty.

- Indonesia's business community and banks of Indonesia have been contributing significantly to the development of the nation's emerging economy. This paper analyses the impact of relationship marketing on customer value, customer satisfaction, and loyalty in Indonesia's banking sector. Partial least square (PLS) tests conducted on data collected through a survey of 160 customers of banks in Surabaya and Malang have revealed that although relationship marketing does not influence customer satisfaction and loyalty significantly, it does do so with respect to customer value. Furthermore, there exist positively significant relationships between customer value and customer satisfaction and loyalty.

- Now that relationship marketing is gaining acceptance as a valuable tool for business-to-business firms, it is time to devise and enact more systematic relationship marketing processes. In this article, a comprehensive model for effective relationship marketing is-discussed. It includes inputs (understanding customer expectations, building service partnerships, empowering employees, and total quality management), outputs (customer satisfaction, customer loyalty, product quality, and profitability), and assessment (customer feedback and integration). The model is then applied to one industry: automated immunochemistry testing products.

- In today's changing landscape and contour of global marketing with wide range of social media tools available at our disposal the modern age marketers are shifting their focus from transactional marketing to relationship marketing. It is the expectations of the global customers and modern marketers' instant reaction to them that lays the foundation of developing and nurturing long term cordial relationships with customers. With all spotlight on building everlasting associations, retention, and loyalty, the appropriately named notion of "relationship marketing" is planned and drafted around strong global relations with customers by making them available tailored information as per their aspirations, needs and interests. Its essence being, selling by winning customers instead of selling by yelling. Given the fact that satisfied customers are more committed and less likely to switch, they also tend to be less price conscious and do not mind paying more if they feel they are taken care off. Around this background, the main objective of this paper is to examine the relation between relationship marketing (RM) and customer loyalty regarding few global brands. An attempt has been made to investigate the impact of relationship marketing strategy on enhanced customer loyalty by studying the cases of famous five global smart phone brands. The analytical method was followed to gather the data from various secondary sources like annual reports articles, newspapers, journals, magazines, and websites to get an insight into the connection between relationship marketing practiced by two major Smartphone global brands and their customer loyalty. The study contributes to the global RM literature and service marketing literature by providing evidences of the impact of RM activates on customer loyalty and relationship perception.

- The importance of developing and maintaining enduring relationships with customers of service businesses is generally accepted in the marketing literature. A key challenge for researchers is to identify and understand how managerially controlled antecedent variables influence important relationship marketing outcomes (e.g., customer loyalty and word-of-mouth communication). Relational benefits, which have a

focus on the benefits consumers receive apart from the core service, and relationship quality, which focuses on the overall nature of the relationship, represent two approaches to understanding customer loyalty and word of mouth. This article integrates these two concepts by positioning customer satisfaction and commitment as relationship quality dimensions that partially mediate the relationship between three relational benefits (confidence benefits, social benefits, and special treatment benefits) and the two outcome variables. The results provide support for the model and indicate that the concepts of customer satisfaction, commitment, confidence benefits, and social benefits serve to significantly contribute to relationship marketing outcomes in services.

- The value concept is a basic constituent of relationship marketing. The ability to provide superior value to customers is a prerequisite when trying to establish and maintain long-term customer relationships. Stresses the fact that the underlying construct of customer satisfaction is more than a perception of the quality received. What must be taken into account as well is the customer's need of quality improvements and his willingness to pay for it. From a relationship perspective these aspects are fundamental, since they are both related to the costs of the parties involved. Suggests that a reduction in customer-perceived costs may be a most recommendable method of providing value to the customer, since, done properly, it can improve the internal cost efficiency as well. It is then possible to establish and maintain mutually profitable customer relationships, which is of prime concern in relationship marketing.

III. RESEARCH METHODOLOGY

- RESEARCH METHOD USED: CONVINIENCE SAMPLING

Convenience sampling, a non-probability sample technique, is applied in research when participants are chosen based on their easy accessibility and availability. Convenience sampling entails choosing people who are readily available and willing to engage in the study, as opposed to randomly selecting participants from a larger community.

Sample is collected from the individuals who are readily available. Questionnaire survey has been circulated among the people of the age group between 18-45 and above. Individuals those who filled the form were either individuals or working professionals.

For convenience sampling method questionnaire was circulated through various social media platform. Sample size was 120 in which 100 was filled out of which 83 responses was correctly filled. So final sample size which was taken is 83.

CONCLUSION

In conclusion, the study reveals that relationship marketing strategies have a significant positive impact on brand loyalty in the context of online shopping. Implementing these strategies leads to increased customer satisfaction, repeat purchases, positive word-of-mouth, and ultimately fosters long-term brand loyalty in the online shopping environment.

The evaluation demonstrates that relationship marketing is highly effective compared to other marketing approaches in the realm of online shopping. Its customer-centric focus, emphasis on personalized experiences, and utilization of digital tools provide a competitive advantage in the dynamic online marketplace, leading to increased customer loyalty and success in online shopping.

The study concludes that relationship marketing strategies have a significant positive effect on customer loyalty in the context of online shopping. By implementing personalized communication, exceptional customer service, and tailored experiences, businesses can build strong relationships with customers, leading to increased customer loyalty and retention in the online shopping environment.

The following insights and recommendations are provided for marketers in online shopping: prioritize relationship building, leverage personalization, enhance customer service, optimize website and mobile experience, leverage social media and influencer marketing, encourage user-generated content, implement loyalty programs. These strategies will help marketers build strong customer relationships, enhance the overall shopping

experience, and foster brand loyalty in the online shopping industry.

RECOMMENDATIONS

As we all know relationship marketing is playing a vital role in retaining the customers and improving the brand loyalty. Here presenting some key recommendations by which relationship marketing contributes to improving the brand loyalty.

1. Prioritize customer satisfaction: Make customer satisfaction a top priority by consistently delivering on promises, providing high-quality products or services, and addressing customer concerns promptly. Focus on creating positive experiences at every touchpoint to build trust and strengthen the customer-company relationship.

2. Implement personalized communication: Use customer data and insights to personalize communication with customers. Tailor marketing messages, offers, and recommendations based on individual preferences and behaviours. Use technologies like marketing automation and customer relationship management (CRM) systems to effectively manage and automate personalized communication.

3. Foster customer engagement: Actively engage with customers through various channels such as social media, email newsletters, blogs, and online communities. Encourage two-way communication by seeking feedback, responding to inquiries, and incorporating customer input into business decisions. Engage customers in meaningful conversations to make them feel valued and appreciated.

4. Develop loyalty programs: Create loyalty programs that incentivize customers to stay engaged with your brand. Offer rewards, exclusive discounts, and special privileges to loyal customers. Design programs that provide a sense of exclusivity and make customers feel appreciated for their continued support.

5. Provide exceptional customer service: Invest in well-trained and customer-oriented staff who can deliver exceptional customer service experiences. Ensure that customer service representatives are knowledgeable, empathetic, and capable of resolving issues effectively. Consistently go above and beyond to exceed customer expectations and create memorable interactions.

6. Continuously measure and analyse customer satisfaction: Regularly assess customer satisfaction levels through surveys, feedback forms. Analyse the data to identify areas for improvement and make necessary adjustments to enhance the customer experience. Use the insights gained to refine relationship marketing strategies and drive continuous improvement.

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