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RELATIONSHIP MARKETING

Today in Ukraine, many psychologists are trying to do business consulting, including marketing. However, using only the psychological tools cannot build a balanced and integrated marketing. From murky, unclear, taken from the ceiling of psychological theories of these people are already affected many businesses, but usually takes a year or two until the business owner comes to what is happening. This is typical for the service sector, where the development of systems for stimulating demand through motivation is often entrusted to psychologists and then committed an error immediately hit on the entire range of the company's marketing.

The object is to study the relationship marketing (partnership), its main features and trends. Research questions of relationship marketing and the influence of subjective factors on the choice of the buyer involved in many Ukrainian and foreign scientists, including Dyle P., Jobbers, D., Day D., Kardash V.J., Kotler F., Pogorelov K.M. and others.

The act of service - it is a moment of human relationships between two people - the client and the service provider. Relationship marketing - is a relatively new and developing field of marketing, in which the focus is on these basic relationships. Relationship marketing takes on many stagnant traditional marketing models, including the concept of the market. The main thing - the client is seen as a complete person, having a personality and have the same rights (no more and no less), as does the service provider. Building a fair, trusting, long-term and mutually beneficial relationship between two equal human beings - that is the essence of relationship marketing. At its simplest, but intelligible form the basis of the positive relationship marketing looks like a loop (Fig.1), which connects the client, the company and staff.

Relationship marketing has emerged as a protest against the traditional marketing, in which customers are the faceless crowd, divided into social segments. The experience of successful small businesses, shows that in addition there is another statistical support. It is to build human relationships with clients (Fig.2).



Fig.1. The scheme of relationship marketing

When these relations are established, the client demonstrates his loyalty.

Loyal customer:

- Will be served at one and the same supplier, even if there were other options.
- Inclined to increase the scale of service over time.
- Provides constructive feedback to the supplier, recommendations and advice.
- Distribute positive reviews of the provider.

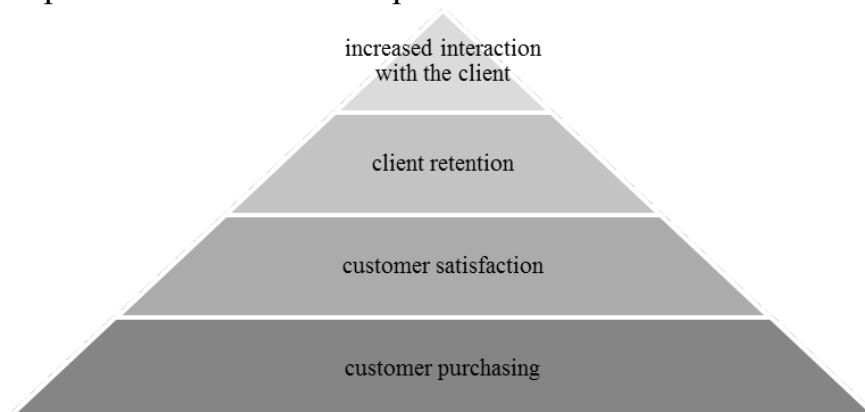


Fig.2. The scheme of pyramid relationship marketing tasks

From loyal relationship benefits both supplier organizations, and consumers.

Profit of organizations:

- Usually loyal customer increases the scale of service, bringing the company more and more money, the total return on interaction with a loyal customer can be enormous.
- The average cost of maintaining loyal relationships is less than the cost of acquiring a new customer.
- In a stable customer base decreased turnover.

Profit of customers:

- Gets provider benefits.
- Welfare support and friendship.
- Facilitates decision-making process itself.
- Eliminates the need to look for something and change in their lives.
- Gets a positive contribution to the common sense of their lives.

Not every customer can be loyal, not every person can establish long-term mutually beneficial relationship, there should not have any illusions. Percentage of clients who can become loyal, depends on the accuracy of the perception of the quality of the enterprise identity mass consciousness. But even with high potential customers remain loyal, not suitable for long-term relationships:

- Problematic customers - usually psychologically or mentally unbalanced people that are difficult or unwise to maintain relationships.
- Unpromising clients - people failing in financial terms or explicitly intending to cancel the service. However, you should resist the psychological discrimination of people because they are a source of positive or negative information about the company.

At the center of the strategy of forming loyal relationships, of course, is the high quality and value of services to the consumer. Thus the possibility of transfer of the enterprise marketing relationship can only be made when other marketing concept in the market have already been implemented and what's more, exhausted. If the service is of no value to the client, or if the quality is poor, then the problem will not solve customer loyalty by other means, in any case, in the long term. If the service has value, and its quality is at least satisfactory, to strengthen the loyal customer relationships using four groups of links, ties, fastening relations:

- Financial
- Social
- Ordering
- Structural

Each type of connection include a range of specific methods (Fig. 3).

Conclusions. For many brand extension of personal relationships with consumers would very effectively. As relationship marketing - is not nothing but a winning brand loyalty through personal contact between the brand and the consumer. Loyalty - an important indicator, and to study its biased. Since today is a measure of the effectiveness loyalty full range of activities in the field of marketing and PR, and the optimal level of relationship between the brand.

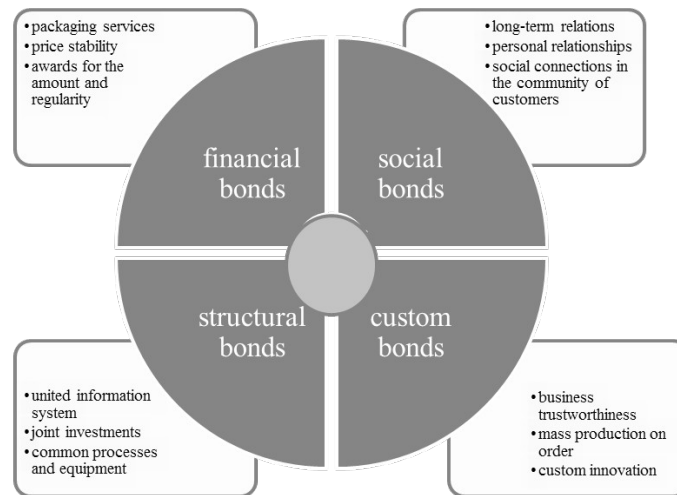


Fig.3. The scheme of strengthening the relations between loyal client relationships

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