

Relationship Marketing as an Innovative Strategy for Customer Loyalty in Customized Arrangements Companies

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Abstract: Over the years, the use of relationship marketing has been linked to customer loyalty so that companies can reach their customers in an innovative and effective way; knowing first the market, their customers and the products or services they offer. Likewise, achieving a great customer-company bond, for this reason the main objective of the research is to determine if there is a significant relationship between relationship marketing with the process of customer loyalty in customized arrangements companies, the study has a quantitative design, cross-sectional and correlational type, a survey was developed to 380 people with probabilistic sampling, the population was defined for men and women in Lima, the capital of Peru, The dimensions recognized were customer retention, communication, endomarketing, customer experience, information and internal marketing. The results showed that the location of these companies is of utmost importance for customers, and that customers in this area are very demanding in their requirements; on the other hand, a large percentage agreed with the services offered in these businesses since a good relationship is established between customers and employees. Finally, customers indicated that there is post-purchase follow-up and that the company has well-trained workers. In conclusion, it was obtained that most of the customers like to buy in this type of personalized arrangements stores and that they like to receive advice, the statistical inference tests also conclude that there is a significant relationship between relationship marketing and customer loyalty, thus verifying the hypothesis raised in the research.

Keywords: Innovation, relationship marketing, customer loyalty, customer experience, Peru.

1. Introduction

The concept of marketing has evolved over time, adapting to the recent challenges of each era and the demands of different societies. It is in this sense that the American Marketing Association (AMA), an institution that serves as a forum for new concepts, constantly updates the concepts of this area and it is not until 2004 that it includes the philosophy of relationship marketing in its definition (Burbano-Pérez et al., 2018; Cordova-Buiza, 2022a). Currently, relationship marketing has become an important factor for many companies in different fields, as it helps to maintain lasting relationships with customers. There are many variables that strengthen the competitiveness of companies, carrying out the creation of value for those who offer and demand, maintaining the relationship axis (Arosa and Chica, 2020). Likewise, customer loyalty has achieved great importance in recent years, since they are the ones who want to define the durability of the companies, the economies in other countries have the customer as their center since they are the ones who decide the future of many organizations with your purchase. And consumption (de Guzmán, 2014). Decoration items in recent years have suffered great losses due to the great increase in new similar businesses, as well as due to the situation we are going through lately, being a worrying favor since companies always seek to be updated on the latest trends. That is why, in this present investigation, we are going to learn more about our general problem: What is the relationship between relationship marketing and the customer loyalty process in the custom repair company?

1.1 Objectives

The objective of this research is to determine how relationship marketing is related to the customer loyalty process in the personalized arrangements company. Likewise, the proposed hypothesis is: Relationship marketing is related to the customer loyalty process in the personalized arrangements company.

2. Literature review

There are several theories, according to Salas (2017) the use of relationship marketing improves and preserves the relationship with customers in the long term, becoming a competitive advantage for the benefit of the company; Over the years, marketing has become more oriented towards relationship marketing, so that companies have a lasting relationship with their customers. For Martínez et al. (2017), the purpose of establishing relationships with customers is to achieve loyalty, likewise, the relational approach involves using new marketing and communication strategies, including the massive implementation of the Internet and mobile devices. Many companies do not develop relational marketing, which causes difficulty in selling their products, reducing their competitive advantage.

A great example of this is the recommendation which is the best advertising when customers say positive things about the company and motivate others to buy and try the benefits for themselves Loyalty is understood as "a positive attitude, which implies the union of satisfaction of the client (formed by rational elements, affections and behaviors) with a stable and lasting consumption action (Agüero, 2014; Cordova-Buiza, 2022b). For Cabrera (2013) it is the stable relationship that has been achieved and earned over time, making the loyal client buy repeatedly from the company, as well as having a good reference and communicating positive things to people about the company.

Customer loyalty is the key for any business to grow, since the relationship with the customer is very satisfactory; Since relationship marketing appeared, it has consisted of attracting and maintaining a long-term relationship with the customer, being a competitive sale and a more oriented conception for the market that nowadays is always in constant change (Alcivar Acosta, 2018; Rocha-Vallejos et al., 2022). Relationship marketing is defined by 3 dimensions which are endomarketing, a very important technique to motivate the company's employees, customer retention through good service, keeping them satisfied and communication to have a better customer-company relationship. Likewise, the dimensions in customer loyalty include the management of complaints and claims to understand the customers and be able to give them an immediate solution, purchase experience developing satisfaction factors in each visit to the company and post-purchase behavior to know the opinions about the products and services offered by the company.

There are several precedents, one of them carried out in the Pharmaceutical Industry in the city of Cochabamba implemented relationship marketing, for the same reason that they understood that the objective of marketing is not only the promotion and commercialization, but it is a very important point to develop a special bond with their customers and win their loyalty and preference for their products. In a savings and credit cooperative in Ecuador, studies were conducted after presenting growth and strengthening over the decades, with a database of 465 observations, resulting in the variable that managed to retain their customers and so the greatest influence is the years spent in the market and not the quality of care to them.

The higher education institutions of the Colombian Caribbean use relationship marketing to describe the strengthening of internationalization, through questionnaires to the heads of international relations that helped them to decipher an evident identity in the established theme. Likewise, in the case of the hotel ventures of Cerro Alegre and Cerro Concepción, Valparaíso Chile, studies were carried out to strengthen and improve the company's relations with its customers using tools such as CRM. Customer Relationship Management, better known as CRM, is a tool that facilitates companies to become a customer-centric organization and establish a profitable and long-term relationship with them. Citing Millán Alonso (2014) Movistar reached two million customers in the loyalty plan, according to the operator, its users are benefiting from preferential treatment and the offers it provides, in addition to exclusive promotions, are already part of the Movistar loyalty program.

3. Methodology

According to the approach, it is quantitative since statistical studies will be carried out on each of the company's customers. According to the design, it is non-experimental, of transversal type, for the same reason that the information was collected at a single moment. Likewise, it has a correlational scope; since it sought to recognize the behavior of the two variables and see if there is a positive or negative result for custom arrangement businesses; its research is cross-sectional since it will be carried out over a period of time (Coria et al., 2013).

The population is the entire district of Los Olivos, men and women between the ages of 15 and 64 years; through the INEI of the last census of 2017, gave us 229 thousand 451 people. As a sample, it was obtained through probability sampling, being the population 229,451, the margin of error of 5% and the confidence level of 95%, and as a result 380 surveys will be conducted.

The population was defined through the inclusion and exclusion criteria; for the inclusion criteria, customers between 15 and 64 years old, customers belonging to the district of Los Olivos, customers who repeatedly buy arrangements or decorations, a population that is currently engaged in some activity, either in an employment agency or on their own. In addition, companies and other types of businesses that require the service and product offered. The exclusion criteria include people who do not have economic solvency.

4. Data Collection

In the present research study, the survey technique was used, in order to collect the necessary information with the opinions and attitudes they have towards the company, which will be applied to the most recently frequented clients in the business of personalized arrangements. The instrument used will be a questionnaire made up of the 6 dimensions of the variables studied with 20 items. The questionnaire was validated by experts. All this according to the theoretical approach of Palella and Martins (2012) who stated that the "expert judgment technique consists of providing an odd number of experts in the subject under study and that can be three, five or seven experts, a copy of the instruments with their corresponding response matrix" (p.173).

Google forms were used for data collection, this being a simple tool in times of pandemic and because it is digital it is easy to use, our sample is made up of people who are in the digital world.

5. Results and Discussion

A descriptive analysis was performed, explaining in detail and separated by variables accompanied by their three dimensions.

5.1 Numerical results

5.1.1 Demographics

Through the survey it was possible to clarify in Table 1 that our most common customers are women, but there is not much difference between them and the male gender. Also, the age range that has reached the most custom arrangements business is between 18 and 35 years old and all our respondents are from Los Olivos district.

Table 1: Demography

Age	N° of people	Percentage	Gender	N° of people	Percentage
18 35 years old	221	58%	Female	245	64%
36 56 years old	90	24%			
37 64 years old	69	18%	Male	135	3%
Total	380	100%			

5.1.2 Relationship marketing variable

The first dimension of relationship marketing is customer retention, with which four questions were asked, the first is whether the customer manages to find their product in the store, 34% indicated always and 41% almost always, then it can be said that the shop sells what the customer is looking for. The second question was if the opening hours were adapted to their daily routine where 26% indicated always and 44% almost always, then the opening hours would not change.

Table 2: Customer relationship

Measuring level	Find product in store		Operating hours match your routine	
	N° of people	%	N° of people	%
Always	129	34%	99	26%
Usually	156	41%	167	44%
Sometimes	72	19%	103	27%

Rarely	23	6%	11	3%
Never	0	0%	0	0%
Total	380	100%	380	100%

The third question was whether custom arrangements businesses are interested in knowing the tastes and preferences of their customers trying to be at the forefront, the answer obtained was that 301 people say that they always and almost always like the products sold. Finally, it was asked if the geographic location of the store has a positive impact and the results indicate that yes with 76% always and almost always.

Table 3: Customer interest and location analysis

Measuring level	N° of people	Percentage	N° of people	Percentage
	Interest in your customers		Geographical location	
Never	1	0%	2	1%
Rarely	11	3%	8	2%
Sometimes	67	18%	83	22%
Usually	157	41%	159	42%
Always	144	38%	128	34%
Total	380	100%	380	100%

The second dimension of the relational marketing variable is communication, one of the questions was if the client is satisfied with the service, 38% always feel satisfied, so it is necessary to improve the service and the percentage will be greater than 50%. The second question for this dimension was if the company sends messages to its customers seeking opinions about the service, which show 36% who always see this concern for the service provided. It should be noted that this strategy helps us to know what our customers want and what we can improve to retain them.

Table 4: Communication

Measuring level	Are you satisfied with the service?		Does the company care about the service provided?	
	N° of people	%	N° of people	%
Never	3	1%	4	1%
Rarely	11	3%	15	4%
Sometimes	59	16%	87	23%
Usually	163	43%	137	36%
Always	144	38%	137	36%
Total	380	100%	380	100%

According to the communication dimension, we can see that 40% of our clients answered that they are always demanding in this market, 38% almost always about the option of receiving information about promotions. Likewise, companies are interested in their clients through the creation of databases, in this way the company can send promotions or events, attracting interest and remembering that their clients are important to the company.

Table 5: Customer Requirement

Measuring level	Are you demanding when making a purchase?		Are you interested in receiving information or news about promotions?	
	N° of people	Percentage	N° of people	Percentage
Never	2	1%	3	1%
Rarely	6	2%	9	2%
Sometimes	76	20%	108	28%

Usually	144	38%	134	35%
Always	152	40%	126	33%
Total	380	100%	380	100%

5.1.3 Customer loyalty variable

The first dimension for this variable is internal marketing, two questions were asked, one to determine if the staff is trained to be able to advise the client and if it has compromise. As a result, 34% of the respondents stated that the level of staff counseling is very good and 42% had very good commitment. The results indicate that the staff should be trained and motivated to be able to raise the percentage in both items.

Table 6: Level of advice and commitment

Measuring level	N° of persons	Percentage	N° of persons	Percentage
	Level of advice		Commitment level	
Very bad	0	0%	0	0%
Bad	15	4%	10	3%
Regular	86	23%	73	19%
Good	150	39%	136	36%
Very good	129	34%	158	42%
Total	380	100%	380	100%

The second dimension was elaborated by 2 articles, the first was if the customer had noticed any bad behavior on the part of the staff within the company, 79% had never noticed some bad behavior, on the other hand, 21% have perceived it and this is something that is going to be considered and that is why the staff should not have discussions between colleagues because it is detrimental to the company. The second item was revealed if the worker knows how to give an efficient solution before the client pays for a product and the answer was that 38% always give the solution and 57% of the people do not give any solution.

Table 7: Level of internal communication and problem solving

Measuring level	N° of people	Percentage	N° of people	Percentage
	Internal communication level		Problem resolution	
Never	299	79%	0	0%
Rarely	31	8%	4	1%
Sometimes	13	3%	15	4%
Usually	20	5%	217	57%
Always	17	5%	144	38%
Total	380	100%	380	100%

For the following items, its known in detail that exists a follow-up after an acquisition of a product and the 37% of the people who were interviewed indicated that exist a follow-up after the acquisition of a product which shows that this process is necessary. Likewise, its remarkable the impact that has the advertising on personalized works and that's why 38% of people indicated that they always watch this kind of publicity of business and the other 38% usually watch this kind of advertisements.

Table 8: Post-Purchase monitoring and advertising

Measuring level	N° of people	Percentage	N° of people	Percentage
	After Purchase		Publicity	
Never	2	1%	0	0%
Rarely	11	3%	10	3%
Sometimes	60	16%	93	25%

Measuring level	N° of people	Percentage	N° of people	Percentage
Usually	165	43%	133	35%
Always	142	37%	144	38%
Total	380	100%	380	100%

5.2 Validation

Table 9 shows the mean of the dimensions of the Relationship Marketing variable, for the dimension of client's retention we have an indicator, the company is interested in knowing the tastes and preferences of customers, with an average of 4.14. For the communication dimension, the indicator that the client is demanding with the services provided with an average of 4.16. Finally, in the endomarketing dimension, the indicator the client receives correct advice on the service before making the purchase with an average of 4.10.

Table 9: Results of the variable "Relationship Marketing" according to dimensions and indicators

Dimensions	Indicators	Half
Customer Retention	¿Can you find the right product for every occasion?	4.04
	¿Do the opening hours fit into your daily routine?	3.94
	¿Is Lia Commercial interested in knowing your tastes and preferences trying to be at the fore front?	4.14
	¿Do you consider that the geographical location of the business is appropriate?	4.06
Communication	Based on your experience as a customer. ¿Do you consider yourself satisfied with the service?	4.14
	¿Do you receive messages from Lia Commercial asking for your opinion?	4.02
	¿Do you consider yourself a demanding client with the services provided by Commercial?	4.16
	¿Do you register your data and/or provide any additional information in the Lia Commercial database?	3.98
Endomarketing	When you arrive at the facility, ¿Are the staff in place and ready to serve you?	4.05
	¿Do you receive adequate advice on the service before making your purchase?	4.10

Table 10 shows the average of the dimensions of the customer loyalty variable, the first dimension being internal marketing, the indicator shows the commitment of workers for a better service, this gives an average of 4.17. As a second dimension of the customer experience, the worker's indicator in difficult situations provides an immediate and/or efficient solution, it gives an average of 3.72.

Table 10: Results of the variable "Customer loyalty" according to dimensions and indicators

Dimensions	Indicators	Half
Internal Marketing	¿Is Lia Commercial worker trained to give a proper advice?	4.03
	¿Do you notice the commitment of the workers to provide a better service?	4.17
Client's Experience	¿Do you often perceive or remember arguments due to poor communication?	1.49
	When you had a problem making a purchase, did the Lia Commercial employee who assisted me know how to provide an immediate and/or efficient solution?	3.72
Information	¿Do you know discounts and offers?	4.03
	¿Is the Lia Commercial worker motivated to offer the best experience in the services offered?	4.11
	¿Do you receive any type of post-purchase follow-up of the purchased service?	4.14
	Is the product information provided by Lia Commercial that appears on Facebook and Instagram appropriate for your needs?	4.08
	¿Do you consider that the staff is qualified to make any decision of the company?	4.17
	¿Would you recommend the Lia Commercial service?	4.20

Next, a correlational analysis will be detailed, which will allow us to see if our hypotheses are true. Using the Rho Spearman.

5.2.1 General hypothesis

Ho: There is no relationship between relationship marketing and customer loyalty at Lia Trading Company.

Ha: There is a relationship between relationship marketing and customer loyalty at the Lia Commercial Company.

Table 11: Relationship between relationship marketing and customer loyalty

		Relationship Marketing	Loyalty
Rho Spearman	Relationship Marketing	Correlation coefficient	1.000
		Follow. (Two-sided)	<.001
		N	380
	Loyalty	Correlation coefficient	.447**
		Follow. (Two-sided)	<.001
		N	380

** . Correlation is significant at the 0.01 level (bilateral).

Table 11 shows the result of the relationship between relationship marketing and customer loyalty, this gives Spearman's Rho correlation coefficient of 0.447, which indicates that the relationship is moderate and positive between the two variables mentioned, then we can deduce that if one variable increases the other will also increase and vice versa. The null hypothesis is rejected and the alternative hypothesis is accepted.

5.2.2 Specific hypothesis

Ho: There is no relationship between endomarketing within relationship marketing and customer loyalty in the Lia Commercial Company.

Ha: There is a relationship between endomarketing within relationship marketing and customer loyalty in the Lia Commercial Society.

Table 12: Relationship between final marketing and customer loyalty

		Endomarketing	Loyalty
Rho Spearman	Endomarketing	Correlation coefficient	1.000
		Follow. (Two-sided)	<.001
		N	380
	Loyalty	Correlation coefficient	.433*
		Follow. (Two-sided)	<.001
		N	380

** . Correlation is significant at the 0.01 level (bilateral).

Table 12 shows that between the endomarketing dimension and the customer loyalty variable, Spearman's Rho coefficient gives a result of 0.433, which indicates that there is a moderate relationship in the 380 customers surveyed.

5.2.3 Specific hypothesis

Ho: There is no relationship between relationship marketing customer retention and Lia Trading Company customer loyalty.

Ha: There is a relationship between relationship marketing customer retention and Lia Commercial Company customer loyalty.

Table 13: Relationship between customer retention and customer loyalty

		Customer Retention	Loyalty
Rho Spearman	Customer Retention	Correlation coefficient	1.000
		Follow. (Two sided)	<.001
		N	380
	Loyalty	Correlation coefficient	.397**
		Follow. (Two-sided)	<.001
		N	380

** . Correlation is significant at the 0.01 level (bilateral).

Table 13 shows the relationship between the customer retention dimension and the customer loyalty variable, Spearman's Rho coefficient is 0.397, which indicates that it is a low correlation.

Ho: There is no relationship between communication within relationship marketing and customer loyalty at Compañía Comercial Lia.

Ha: There is a relationship between communication within relationship marketing and customer loyalty in the Lia Commercial Company.

Table 14: Relation between communication and Loyalty Customers

		Communication	Loyalty
Rho Spearman	Communication	Correlation coefficient	1.000
		Follow. (Two-sided)	<.001
		N	380
	Loyalty	Correlation coefficient	.403**
		Follow. (Two-sided)	<.001
		N	380

** . Correlation is significant at the 0.01 level (bilateral)

As you can see in Table 14, the relationship between the communication dimension and the customer loyalty variable, Spearman's Rho coefficient gives a result of 0.403, which indicates that the correlation is moderate.

6. Conclusion

The main objective of this work was to discover if there is a correlation between our two variables, which are relationship marketing and customer loyalty. Regarding the descriptive analysis of the questions formulated in the first dimension of the relational marketing variable, this deduces that the majority of our audience is male, likewise, it also highlighted that the majority of clients prefer to buy from the Lia Commercial Company, accepting that the products are liked by the majority of customers. In the question about the second dimension, the highest percentage answered that they are almost always satisfied with the service provided. Finally, they also mentioned that they feel satisfied when receiving messages from the company, since it makes them feel special and that they consider themselves very demanding when purchasing any type of product.

Regarding the first dimension of the customer loyalty variable, the large percentage of customers affirm that they do feel that Lia Commercial workers are trained. In the next question of the second dimension, most of the clients affirmed that they had never witnessed any kind of internal problems among the workers. Likewise, the large percentage of clients mentioned that the workers are willing to answer any question. Finally, in the following items, customers announced that, if there is a post-purchase follow-up.

Regarding the correlational analysis, the Rho Spearman will be used and this is visible in table 11, there is a correlation of 0.447 with respect to the general hypothesis, which indicates that the relationship is moderate and positive between the relational marketing variable and customer loyalty. customer. Table 12 shows that there is a correlation of 0.433 with respect to the specific hypothesis, which indicates that there is a moderate relationship between the endomarketing dimension and the customer loyalty variable. Likewise, in table 13 it is notable that there is a low correlation of 0.397 with respect to the dimension of customer retention and the

loyalty variable. Finally, Table 14 shows that there is a moderate relationship of 0.403 between the communication dimension and the customer loyalty variable.

the target they want to obtain, for this is necessary to develop promotion strategies so that the company has notoriety (Estrella et al., 2012). On the other hand, Guede (2016); Medina et al. (2018); Guede and Filipe (2019) indicate that if companies want to increase their loyalty, they must have quality in all the services they offer, even the way they sell. However, Lafuente et al (2011); Serna and Díaz (2020) comment that to improve loyalty, the company has to establish a good relationship with the employees, trusting them so they will have a good deal with the client, then to know the types of customers, such as: the experienced (know the brand and what it offers) and the inexperienced (do not know the brand), Finally, do not stay with a single loyalty strategy to avoid competition.

To achieve customer loyalty, relationship marketing techniques must be used, such as endomarketing, communication and customer satisfaction; Today they are the challenges that the company must improve to obtain profitability (Flores, 2011). For Castañeda (2019), using endomarketing helps the company to establish itself completely, thanks to this the company can respond to customer demands, allowing the first customers (employees) to be motivated and committed.

One of the dimensions used was customer retention, this allows us to improve the profitability of the company, when the company retains more customers it obtains substantial savings and it is also less costly to serve loyal customers (Guadarrama and Rosales, 2015). Loyalty is a link between the customer and the company after having a good shopping experience and satisfaction (Salas, 2017).

As a conclusion to our objective, it was possible to determine that there is a relationship between relationship marketing and customer loyalty, thanks to Spearman's Rho it was evidenced that if relationship marketing is used then it is affirmed that customer loyalty is also used; and therefore, the existence of correlation is moderate. In the 10 items of the relational marketing variable, it is evident that Lía Comercial is progressing well, but it must focus on how the client feels when they visit the company and when they make a purchase, keep in touch with them.

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