

A Literature Review and Classification of Relationship Marketing Research

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ABSTRACT

This paper presents a literature review and classification of Relationship Marketing (RM) research. A range of online databases were searched to gain comprehensive knowledge on RM. Several articles were identified and reviewed for their direct relevance to RM, relevant were subsequently selected. Each of these articles has been further reviewed and classified. Papers and research on RM categorized into five broad categories (Relationship Marketing – Understanding, Industry Applications, Market Development, Technological concern and Firm Performance) and further sub-categories. The most popular areas covered by the papers in the sub-category understanding of RM, Market Development; and RM general, concept, and study followed by papers in different areas of management like-retail, banking, construction etc. The bibliography provides an academic database of the literature from various journals. The classification approach provides a means to conceptualize the coverage of relationship marketing and the relative popularity of CRM topic areas. This paper provides a roster of field projects accompanied by a comprehensive bibliography that will be useful to both academics and practitioners for studying existing research as well as for contemplating future research.

Keywords: *Classification of RM, Literature Review, Market Development, Relationship Marketing (RM), RM Publications*

1. INTRODUCTION

Relationship marketing (RM) is widely acknowledged as a useful tool in gaining customer loyalty in various sectors. In the world of business, the concept of relationship marketing (RM) is widely understood, both academically and professionally. Its goal is to maintain strong relationships and convert indifferent customers into loyal ones (Berry & Parasuraman, 1991).

It involves a process of attracting, maintaining and enhancing relationships with customers and stakeholders (and, when necessary, terminating them) at a profit, so that the objectives of the parties involved are achieved through mutual exchange and the fulfillment of promises (Zineldin & Philipson, 2007; Das, 2009; Adamson et al., 2003; Gronroos, 1994, 2004; Kotler & Armstrong, 1999; Berry, 1995). In business, RM brings stability and decreased uncertainty to a company by acting as a barrier to competitor entry and maintaining a stable and

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Exploring Marketing Research William G. Zikmund, 2000 CD ROM features data sets and the student version of SPSS software **The Essentials of Marketing Research** Lawrence S. Silver, Robert E. Stevens, 2013 Identifying and assessing the ways in which changes in the marketing mix affect consumer behavior is key to a successful marketing strategy This book

guides the student in designing conducting and interpreting marketing research This comprehensive textbook covers the full range of topics including Secondary research and data mining Internet marketing research Qualitative and exploratory research Statistical analysis and Marketing research ethics With learning objectives at the beginning of each chapter a host of cases and a comprehensive companion website this book offers a range of tools to help students develop and test their research and analytical skills

Essentials of Marketing Research Joseph F. Hair, Robert Bush, 2007-07-02 Essentials of Marketing Research concisely delivers an up to date review of a broad variety of marketing research topics It takes an application oriented approach providing students with the tools and skills necessary to solve business problems and exploit business opportunities The authors years of experience in real world marketing research is evident throughout from their thorough treatment of qualitative research given short shrift in many other books to their knowledgeable coverage of sample size rules of thumb conducting a background literature review and the importance of new market research tools and techniques Essentials of Marketing Research gives your students a strong command of market research principles while being short enough to use alongside your favorite cases or projects

Marketing Research V. Kumar, 2015 This practical detailed and well documented textbook will guide students academicians and market researchers through all phases of developing and conducting marketing research at local and global levels Marketing Research A Global Outlook is a comprehensive text that tracks the dynamic world of global marketing and undertakes a systematic approach in discussing the steps involved in the process of conducting marketing research This text has been developed by the author from over two decades of experience in conducting marketing research and observing the behavior of customers in more than 30 countries It discusses recent developments in the scope and extent of the subject and examines advances in quantitative and qualitative research techniques from a global perspective Key Features Overview of marketing research processes including introduction of key concepts exploring relevant issues and highlighting major challenges to understand and coordinate the entire process Focus on the important phases of marketing research such as understanding its nature and scope data collection questionnaire designing sampling and analysis and presentation of results Numerous country specific examples and cases from the global perspective giving detailed insight into the developments around the world Dedicated and up to date inclusion of a section on the aspects of marketing research in major geographical areas Chapter end review exercises and case based questions for critical and in depth understanding

Marketing Research , 1988

Marketing Research , 1990

Brand Meaning Management Deborah J. MacInnis, 2015 Noted authors discuss how and why consumers identify with and become attached to brands and the challenges marketers face in creating and sustaining these states Other meaning makers e g celebrities culture consumers themselves can facilitate or detract from the brand meanings marketers aim to create

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