T.C.

ISTANBUL COMMERCE UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCE

DEPARTMENT OF BUSINESS ADMINSTRATION

MASTER IN BUSINESS ADMINISTRATION

AN INVESTIGATION ABOUT THE ROLE OF CUSTOMER RELATIONSHIP MARKETING IN CUSTOMER ACQUISITION AND CUSTOMER RETENTION

Master's Thesis

SOUKAINA EL-MONSTASER

ID 200009492

Istanbul, 2021

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ABSTRACT

Without a good marketing team and strategy, any company is bound to fail. To remain competitive and profitable in the market, companies should attract and maintain successful customers. Marketing for partnerships is a business philosophy, a strategic orientation that focuses on maintaining and developing existing customers instead of gaining new customers. The goal of this research is to examine the role of marketing customer relationships in customer acquisition and retention of customers.

The research is based on a survey. For this research, the study sample was taken by cosmetics customers. Data studies have been performed using frequencies, means and standard deviations. Furthermore, bivariate correlations and multiple regressions are used with inferential statistics. The findings of this study show that consumer marketing relationships are significant and strongly associated with the acquisition and retention of customers. Furthermore, the study shows that trust, commitment, communication and conflict handling have an important effect on the customer's retention and customer's acquisition. The practical implications of this study are that organizations should build a better customer retention marketing plan.

Keywords: Customer Relationship Marketing, CRM, Customer Retention, Customer Acquisition

ÖZ

İyi bir pazarlama ekibi ve stratejisi olmadan herhangi bir şirket başarısız olmaya mahkumdur. Pazarda rekabetçi ve karlı kalabilmek için şirketler başarılı müşterileri çekmeli ve sürdürmelidir. Ortaklıklar için pazarlama, yeni müşteriler kazanmak yerine mevcut müşterileri korumaya ve geliştirmeye odaklanan stratejik bir yönelim olan bir iş felsefesidir. Bu araştırmanın amacı, müşteri kazanımı ve müşterileri elde tutmada pazarlama müşteri ilişkilerinin rolünü incelemektir.

Araştırma bir ankete dayanıyor. Bu araştırma için çalışma örneği kozmetik müşterileri tarafından alınmıştır. Veri çalışmaları frekanslar, ortalamalar ve standart sapmalar kullanılarak yapılmıştır. Ayrıca, iki değişkenli korelasyonlar ve çoklu regresyonlar çıkarımsal istatistiklerle kullanılır. Bu çalışmanın bulguları, tüketici pazarlama ilişkilerinin önemli olduğunu ve müşterilerin kazanılması ve elde tutulmasıyla güçlü bir şekilde ilişkili olduğunu göstermektedir. Ayrıca çalışma, güven, bağlılık, iletişim ve anlaşmazlıkları çözmenin müşterinin elde tutulması ve müşterinin kazanılması üzerinde önemli bir etkiye sahip olduğunu göstermektedir. Bu çalışmanın pratik sonuçları, kuruluşların daha iyi bir müşteri tutma pazarlama planı oluşturması gerektiğidir.

Anahtar Kelimeler: Müşteri ilişkileri pazarlaması, CRM, Müşteriyi elde tutma, Müşteri Kazanımı

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Table of Contents

Contents

ABSTRACT i

ÖZ ii

ACKNOWLEDGMENT iii

Table of Contents iv

List of Figure vii

List of Table viii

1. INTRODUCTION 1

1.1. Background of the study 1

1.2. Statement of the problem 5

1.3. Objectives of the study 6

1.4. Research questions 7

1.5. Significance of the study 7

2. LITERATURE REVIEW 8

2.1. Theoretical framework 8

2.1.1. Commitment-Trust Theory 8

2.1.2. Relationship Marketing Theory 9

2.1.3. The Social Exchange Theory 10

2.2. Customer Relationship Management (CRM) 10

2.3. Evolution of Relationship Management. 11

2.4. Development of relationship marketing 13

2.4.1. Technological Development 13

2.4.2. Total Quality Management 13

2.4.3. Rise of the service sector 14

2.4.4. Organizational development process, empowerment of individual and team 14

2.4.5. Increased competition and heightened customer retention 15

2.4.6. Long-term orientation 15

2.4.7. Efficacy of Promises 16

2.4.8. Customer share and market share 16

2.5. Customer Relationship Marketing Definition 16

2.6. Dimension of Customer Relationship Marketing 18

2.6.1. Commitment 18
2.6.2. Trust 20
2.6.3. Communications 21
2.6.4. Conflict handling 22
2.7. The Concept of Customer Retention 23
2.7.1. Customer Defect 23
2.8. Customer Retention Benefits 24
2.8.1. Customer Value 24
2.8.2. Profitability and Cost-Efficiency 24
2.8.3. Customer's Lifetime Value (CLV) 25
2.9. Customer retention issues 25
2.9.1. Climate Competitive 26
2.9.2. Complaints of Consumer 26
2.10. Customer Acquisition 27
2.11. Trust and customer Retention and Acquisition 30
2.12. Commitment and Customer Retention and Acquisition 32
2.13. Communication and Customer Retention and Acquisition 33
2.14. Conflict handling and Customer Retention and Acquisition 35
2.15. Conceptual framework 36
3. METHODOLOGY 37
3.1. The Research Goal 37
3.2. Procedures for sampling 38
3.2.1. Sample and Population 38
3.2.2. The technique for sampling 39
3.3. Sources of Data 39
3.4. Measurement of Constructs 40
3.4.1. Customer Relationship Marketing 40
3.4.2. Customer Retention 40
3.4.3. Customer Acquisition 40
3.5. Tools for data collection 41
3.6. Analysis of data 41
3.7. Validity of the Study 42
4. RESULTS 43

4.1. Respond rate of Participants 43
4.2. Demographic Variables 44
4.3. Descriptive Statistics 48
4.4. Validity and Reliability Analysis 50
4.5. Correlation 53
4.6. Regression Analysis for Model 1: 58
4.7. Regression Analysis for Model 2: 61
5. DISCUSION AND CONCLUSION 65
5.1. Introduction 65
5.2. Findings of the study 65
5.3. Conclusion 67
5.4. The recommendations of this study. 69
5.5. Recommendation for further Study 69
REFERENCES 71
APPENDIX A 93

List of Figure

Figure 1: Strategies of Relationship Marketing 3

Figure 2: Conceptual Framework 37

List of Table

Table 4. 1: Respond rate of Participants 43
Table 4. 2: Table shows the Demographic Variables 44
Table 4.2 1: Table shows the gender of participants 45
Table 4.2 2: Table shows the Age of participants 45
Table 4.2 3: Table shows the Education level of participants 46
Table 4.2 4: Table shows the Department level of participants 47
Table 4.2 5: Table shows the position of participants in Organization 48
Table 4. 3: Descriptive Statistics 49
Table 4. 4: Validity and Reliability 51
Table 4. 5: Correlation 54
Table 4. 6: Pearson Correlation and Decision 57
Table 4. 7: Model Summary[b] 59
Table 4. 8: ANOVA 60
Table 4. 9: Coefficients[a] 60
Table 4. 10: Model Summary[b] 62
Table 4. 11: ANOVA[a] 63
Table 4. 12: Coefficients[a] 63

1. INTRODUCTION

1.1. Background of the study

Any company should know what services or goods they provide and for whom they are being provided. In the first term, the focus is mostly on promoting the conventional service. There are different questions that need to be answered before launching a new product or service: Do people need the product? Will they buy the product? What are customer's value? In modern marketing, customers are important and the aim of every organization is to acquire, retain and expand customers. Also "the aim of every organization is simply to acquire, retain and expand customers until it has removed all activities that keep everyone occupied every day". The company will not be living if it does not has customers or if the company is not a business (Peppers and Roggers, 2004).

Customers are the only source of income and potential development for the establishments. Every company plays a pivotal role in creating and keeping customers (Keller and Kotler, 2012). All marketing practices need to have customers as their core. Without clients, performance and benefit are not positive. Fast food restaurants have attracted a lot of customers because of their treatments. For financial services, customer loyalty is a strategy for increasing profits. To compete in the competitive retail market, the industry needs to establish close ties with its customers.

Marketers have shifted their focus from the acquisition of customers to keeping the ones they already have. In order to maximize customer satisfaction, the company also maintains customer loyalty (Mudie and Pirrie 2006). Companies also achieve consumer satisfaction by dealing with consumer at a personal level (Aburoub, Hersh, and Aladwan, 2011). There have been various

views on the relationship marketing concept (RM). Relationship marketing is an effective way to maintain clients as both Morgan and Hunt (1994); Khong, and Yao, (2011) have described relationship marketing as "relationship marketing is a business strategy that focuses on retaining and enhancing current clients instead of new ones"

This concept is a plan in order to increase or grow a certain business without gaining new customers. This does not indicate that a company that adopts a partnership approach does not intend to buy customers. This modern marketing philosophy was first seen in marketing literature published in 1983. After his concept of developing berries in 1983, several researchers concentrated on utilizing relationship marketing. However, the field is still heavily organized and centered on relationship building. Starters may suspect that retention marketing is the only type of marketing used. Its target, however, is far from marketing retention (Mudie et al, 2006).

Well-managed companies are trying hard to attract unique customers. Several studies show that relationship marketing brings more customers to a company than conventional or transactional marketing. This common knowledge indicates a strong, well paid relationship among regular customers (Palmatier, 2008).

The main component of marketing is the interactions between a business and its clients. The relationship between customer service, efficiency and marketing (Guha, Harrigan, and Soutar, 2018). Companies have been faced with difficulties in aligning customer service into a marketing relationship because customer service is good for the consumer, not the supplier (Christopher, 2000). RM is a combination of conventional marketing strategies. There are five essential components of successful relationship marketing that must be properly cultivated.

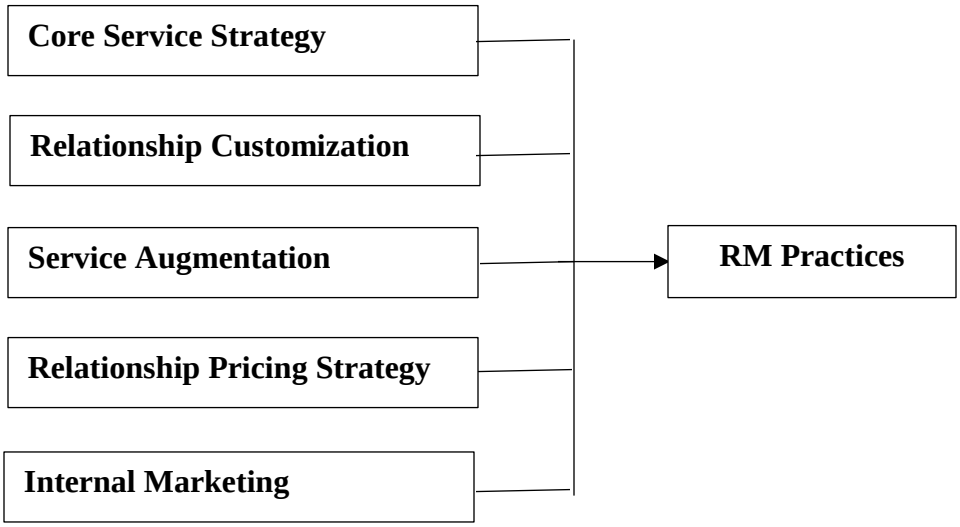


Figure 1: Strategies of Relationship Marketing

The marketing connection approach suggests that a service provider should be able to identify and provide a service matching the needs of the client (Berry, 2002). The new paradigm of relationships marketing consists of a number of studies and no definitive conclusions have yet been unanimously accepted (Parvatiyar et al, 2000). The conventional marketing strategy concentrates on customer acquisition through mass-market strategies. This approach has guided and captivated management through its marketing campaigns for decades.

There are varied and diverse research studies which have brought to light a sense of trust, cooperation, conflict management and various studies that have raised the appreciation as the building stones of relationship marketing. The study stressed this aspect by exploring the different relationships by considering Turkey as a case study. Juanamasta et al describes marketing as a method of marketing which is used to establish and maintain enduring ties with consumers, suppliers and all those working in the market. This is a marketing form that is

focused on consumers rather than individual customers in terms of customer retention and satisfaction (Juanamasta et al, 2019).

Relationship marketing is an alternative to marketing channel. The trend for companies is to move from direct-to-consumer marketing to consumer-based marketing. They think about their customer's well-being, rather than the individual products it offers (Msoka and Msoka, 2014). Abraham (2011) customers chose to switch to services that firms can provide better and faster than competitors.

Many researches have shown that retention, customer satisfaction, loyalty, and income are important benefits of a convenient store (2008). Firms must use marketing techniques to attract and retain customers. The acquisition cost for a new client is higher than the one of servicing the same client. The cost of attracting a new customer is 5 times that of customer loyalty and retention. According to the study done by Parasuraman, Berry and Zeithaml (1991), marketing is a form of relationship marketing. In this way, Coviello, and Munro, (1997) considers marketing as a method where various actions happen over time.

All marketing activities targeting successful exchange (Morgan, and Hunt, 1994). The aim is to improve the performance of the marketing relationship long term. The common goals of all business strategies are loyal and competitive customer relationships (Macintosh, and Lockshin, 1997). It can't be done by competitors, not at all. Due to the fact that many existing customers are cheaper than the birth of a new customer, marketers are responsible for emphasizing existing customers. The overall aim of this study is to examine the marketing and customer acquisition strategies of the company.

1.2. Statement of the problem

It is a big reason for companies to sustain customer relationships due to market preferences, protection of buying habit and habits, and conservation of brand loyalty. Firms should obtain good information about their customers and their buying habits, competition and markets in order to select the best marketing strategy. One of the easiest ways to do this is to use marketing alliances and customer satisfaction surveys to offer the best example of what drives customer satisfaction.

Companies that institutionalize customer retention marketing relationships are better off than companies that do not rely on customer retention relationships. Marketing alliances allow businesses to boost their market share, reach new markets, improve profits, raise sales and reduce production and marketing costs (Brown, 2002). As a result of intensified rivalry, Companies used relationship marketing as a strategy that attracts, retains and enhances customer relationships and develops loyalty and retention (Lodge and Wood, 2008). Business firms in Turkish business function in a challenging environment marked by intense competition in the industry, resulting in lower revenues, profits and market participation. Xu and Walton (2005) argue that marketing companies are in a position to retain current clients, boost consumer loyalty, save money and enhance customer life.

Firms must use marketing tactics to attract and retain new customers. The cost of attracting a new customer is much higher than the cost of keeping the existing customer (Ro-king, 2005). Customer retention is important for Kotler, Rackham, and Krishnaswamy (2006) to state that it is five times higher for new customers than it is for current customers to satisfy and retain. In the Sri Lankan retail sector, Abeysekera, and Kumaradeepan (2012) carried out a customer

relationship marketing survey. The study found that private companies were very important because of their control of their marketing campaign partnership. Catalina carried out studies on collaboration marketing practices in Indian firms (2013). The study showed that developing long-term profitable relationships was critical not only for customers, but also for employees. Researchers have examined aspects of relationship marketing triggers, risks, strategies and activities in the retail sector in their relationship marketing studies. The complexities of marketing relations and the retention of consumers in the retail sector have not been examined. The study examined the knowledge gap in customer acquisition and retention of marketing partnerships.

1.3. Objectives of the study

The following objectives directed the analysis.

- To provide an overview of theoretical aspects of customer relationship marketing.
- To assess to what degree customer acquisition and retention in cosmetic industry operating in Turkey is affected by quality service.
- To measure the association between acquisition and retention of customers and their marketing relationship dimensions.
- Discuss the customer's role in customer purchase and retention.
- To determine to what extent trust affects the retention of customers in cosmetic industry in Turkey

1.4. Research questions

- What is the relationship between customer relationship marketing and customer Acquisition and Retention?
- What is the role of customer in relationship marketing practiced?
- How relationship marketing does affects customer Acquisition and Retention?

1.5. Significance of the study

A company should focus on their customers to retain its customer base. Therefore, this research demonstrates that firms have overlooked a clear connection between CRM dimensions and customer retention. This study provides research for other studies regarding marketing of other cosmetics in Turkey. I really hope people gain from this report in terms of knowledge. The study examined cosmetic CRM practices and its impact on customer retention in retail clients. This study offers invaluable information about establishment of effective CRM strategy. The research offers the Turkish cosmetic industry another chance to re-examine and improve their targeting and advertising techniques. It enables consumers a chance to look at themselves as an equal partner.

2. LITERATURE REVIEW

This chapter discusses both theoretical and empirical research about customer retention and customer relationship marketing. Critical views will be offered on the authors' conclusions. This chapter aims to provide a methodological background to understanding customer retention/acquisition and its role in customer relationship marketing. A study on CRM theory would focus on the rationale of retaining customers, other variables affecting retention and acquisition strategies.

2.1. Theoretical framework

There are various explanations that have been used to explain the relationship marketing to customer retention and customer acquisition. However, this research will focus on three theories: commitment-trust theory, relationship marketing theory and social exchange theory.

2.1.1. Commitment-Trust Theory

Work on the relationship between consumer behavior, trust, and commitment has increased in the last few decades. Studies into commitment-trust are becoming more common within marketing and academia (Hsu, Lin, and Lee, 2010). Over the years, several factors that influence trust have been understood (Hsu, Lin, and Lee, 2010). Commitment and trust are essential requirements in organizations as indicated by Morgan and Hunt (1994b). Besides, the two concepts are important because they allow marketers to become high risk takers, to be cooperative with existing customers and to resist attractive short term alternatives in order to create long-lasting relationships with their existing customers. As a result, customers develop trust in those businesses and reciprocity which also assist these businesses to fulfil their

requirements. This theory explains and guides on two aspects of the study which are the influence of trust and commitment on CL. Current research supports that the relationship between trust, commitment, and consumer behavior is clearly correlated, but it is also subject to a number of variables. Numerous studies support the idea that trust, loyalty, and commitment are key components of customer experience. The commitment-trust theory will be used to ascertain the role trust and commitment play in customer loyalty.

2.1.2. Relationship Marketing Theory

The principle of relationship marketing notes that successful marketing for relationships requires successful transactions. Confidence, engagement and communication are the focus of the theory (Sivadas and Dwyer 2000). In this analysis, the theory can be used for communication and faith in this research are independent variables. The bank would have long-term and profitable customer relationships if the bank shows a high degree of confidence in the goods and services of the bank, in the transactions processed by the bank and in the way foreign payments are processed by the bank. Möller, K., & Halinen, A. (2000), privacy and confidentiality and faith in details about banks. If consumers lose interest in a bank, they turn to another bank, buy less items for the bank, and complain to others about the bank. If the bank is trustworthy, other banks will have less flaws, and they will be more likely to recommend this bank to others. The theory is based on interactions, which for this research is an independent variable. Communication between the bank and its customers is this. The bank advises its clients about new products, how they can use them and how they can benefit from them. The bank is supposed to provide its customers with timely and prompt information.

The bank resolves the grievances of customers. The bank uses ICT to relay customer information and to provide a 24-hour helpline service. The bank sends its customers messages via SMS, letters, email and in-person conversations with them. When the bank does not interact efficiently with its clients, individuals may switch to another bank, purchase less goods, and speak ill of the bank. Banks can efficiently interact in order to keep happy customers. This will mean that the consumer defection rate is low and friends and relatives will be recommended to the bank.

2.1.3. The Social Exchange Theory

The theory of social exchange implies that there would be something in return for those who do something for others. This theory is focused on the relationship of social exchange between the parties, which evolves through incentives as well as mutual fulfilment of commitments. This theory would be useful for banks to establish long-term and sustainable customer relationships by delivering efficiently communicated quality services and observing trust in the banking industry. The theory of social interaction shows that we do stuff in relationships. This study is applicable because bank customers can maintain a relationship with the bank after services that are reliable, prompt and timely are provided. The theory of social exchange seeks to describe the evolution of social and business interactions. This means that the incentive is determined by individuals or business organizations when determining whether or not to maintain a partnership. In this research, this approach is successful because bank measures its service quality to customers by its contact and trust levels efficiency (Cook, et al., 2013).

2.2. Customer Relationship Management (CRM)

From the words "relationship marketing" and "customer relationship management" it was initially conceptualized. According to the existing concept of CRM (2012), CRM is creating a

customer-centered culture to create the basis and sustain a competitive edge by delivering a complete solution for relationship management (Kumar, 2010; Datta, 2018). These priorities include the introduction of certain long-term strategies. It is found that the preservation of customer relationships has a positive effect on customer retention (Bhat and Darzi, 2016; Ip et al., 2008; Kumar, 2010).

Bhat and Darzi (2016) suggested a conceptual model of four dimensions of customer relationship management (CRM) that concentrate on cultivating customer loyalty: customer empowerment, resolution of grievances, customer knowledge and customer orientation. The implementation of the integration of each dimension may have an immediate effect on CRM. Mandina (2014), believes that the auto industry is highly supported by CRM strategies and their buyers have earned a huge amount of money from the dealerships. In order to meet the needs of consumers, they embrace customer relationship management and technology and distinguish themselves from rivals (Bauer et al., 1997; Nasrabad,, 2017). Customer Relationship Management systems are capable of storing and interpreting customer information to target customers with appropriate, engaging, timely and personal information (Tsiptsis and Chorianopoulos, 2010). Marketing automation is a mass personalization technique of what was called 'actionable information' by Linton (2016, p. 12).'

2.3. Evolution of Relationship Management.

Different methods for partnership marketing have been used by researchers in various countries and cultures. Trust is the first condition for an effective relational marketing strategy. Marketing of relationships requires trust and involvement. It is assumed that the main values for peace and cooperation between individuals or groups are confidence and commitment. The second basis for

the marketing of relationships is one of engagement. (Morgan and Hunt, 1994) identify devotion as an ongoing partnership with another that is just as necessary as all efforts to preserve it are warranted. Communication is the third element in partnership marketing, which is communication between the partners. This description puts greater focus on the accuracy and adequacy of the information, not on the volume and repetition of the information. More generally, contact tends to foster faith and trust between parties (Sin et al., 2005). Conflict management is the fourth factor that is considered for partnership marketing. (Dwyer et al, 1987) claimed that "conflict in relationships is foreseeable" and "its consequences are inaccurate perceptions" of the parties about the relationship's aims and functions.

Sin et al. (2005) discovered that conflict within a relationship is due to a lack of faith and devotion and reduces the motivation to maintain a relationship. As a factor influencing the effectiveness of the strategy we have implemented, the Organization needs notification. The perception of skills, abilities and information needed from the opposite states for efficient functioning was specified by each state. In developing and sustaining relationships with customers, banks found that high standards of competence and expertise were important. Researchers have established a range of factors that underlie the rise of relationship marketing, such as growing global competition strength, increasing consumer awareness and demand, market fragmentation, rapid shifts in customer buying habits, continuous improvement in quality standards, effects on all facets of technology, and debunked conventional marketing (successful marketing). Such as retaining the current customer without fear of challenging rivals, obtaining more revenue and benefits from major existing customers and increasing the bank's share of each customer, substantial decrease in resource costs and increase in utilization performance, attracting banks' main and first-tier customers, attracting customers from other banks through the

positive word to worry The deficiency in the emphasis on the general definition of consumer marketing causes banks to face the danger of.

2.4. Development of relationship marketing

2.4.1. Technological Development

Technological revolution and convergence have an impact on the existence and practices of marketing organizations, according to Sheth and Parvatiyar (2000). Consumers would have a direct effect on producers with the advancement of electronic and computerized communication systems. By keeping track of all the transactions and interactions between buyers and sellers, producers are learning more about their consumers. It provides them with the means by which individual marketing can be practiced. It can only lead to enhancing the well-being of consumers or producers. These manufacturers come up with vehicles designed to facilitate accelerated production, distribution and customer service responses, removing the need for inventory management, funding and order processing through intermediaries. Owing to the lack of time for buyers, the chance of them going to the stores becomes less. They will take some of the burden for personal purchasing, merchandising and product use.

2.4.2. Total Quality Management

The new pattern of complete quality movement is the main factor that has guided the acceptance of relationship marketing (TQM). Many businesses have seen the importance of good goods and services provided to consumers at the lowest possible costs (Sheth et al. 1988). It became important to include suppliers and consumers in the implementation of the program at all levels

of the supply chain when businesses implemented the TQM strategy. Near working relationships with clients, suppliers and other members of the marketing infrastructure would be important.

2.4.3. Rise of the service sector

The emergence of the service economy in industrialized countries is another driving force for relationship marketing. More businesses depend on revenues generated from the service industry, which has contributed to the popularity of relationship marketing. Products are typically produced and distributed by the same firm (Sheth et al., 2000; Marks, 2009). Service suppliers are usually involved in the production and distribution of their services. In the case of personal and professional services such as hairdressing, maid services, consultancy services, accounting services and legal services, for example, the supplier of the service is often the one who provides the service (Stouthuysen, Slabbinck, and Roodhooft, 2012). A concrete aspect of these services is that the customers of the service are directly interested in accessing and using the service, thus reducing the role of intermediaries. Furthermore, during an economic recession, social capital is rising. This explains why marketing relationships are critical for service marketing researchers and practitioners (Berry 2002).

2.4.4. Organizational development process, empowerment of individual and team

Additionally, a variety of innovations are also being considered in the film industry. The advancement of relationship marketing has been helped by these organizational changes. Defining its members is the most important feature of an organization. Today, businesses are seeking new and creative ways to include their clients in the company's purchasing and sale decisions (Hut, and Molleman, 1998). Procurement used to be a distinct specialist role administered by senior executives in the past. Because of the presence of gatekeepers between

consumers and producers, this distinction between producer and consumer is still present. Changes are more successful when there is a clear correlation between manufacturers and customers (Sheth et al., 2000).

2.4.5. Increased competition and heightened customer retention

Competitive pressure, since the industrialization of information processing, causes advertisers to concern themselves with customer retention. A variety of studies have shown that it is much more efficient to maintain existing customers than to recruit new ones. Marketers recognize that keeping clients costs less than seeking to attract new ones (Garbarino, and Johnson, 1999). On the vendor side, maintaining close partnerships with a small number of vendors is more cost-effective than dealing with a large number of vendors. The preservation of consumer loyalty is becoming increasingly relevant for marketers (Sheth, 2001).

2.4.6. Long-term orientation

The central aspect of relationship marketing is long-term orientation. In terms of how long a customer is held in the relationship and the client's share of the relationship, LUCC measures success. Marketing of relationships includes measuring client importance over a period of time and participating in relationships based on that value (Bearden, Money, and Nevins, 2006). Multisided alliances are a central aspect of the marketing of relationships. It means seeing others as friends rather than the reverse. Relationship marketing is structured to foster cooperation and shared value formation, so relationship marketing produces a win-win scenario rather than a win-lose situation (Gummesson, 1999).

2.4.7. Efficacy of Promises

Long-term relationship marketing means giving up other industries to the customers. This brings out the idea that to establish a trustworthy relationship, both sides must have the belief of trust and valuing of the relationship. The increase in customer satisfaction levels will not in itself result in their continuing to purchase products and services. There may still be customers who feel unhappy with the current deal. Relationships marketing strengthens strong connections between both parties. Customer relationship marketing attempts to create additional customer value through personalized communications, extra services, customized products, and special pricing (Coleman, Lawrence, and Kirsch, 2014).

2.4.8. Customer share and market share

The marketing of partnerships focuses on retaining clients, selling and cross-selling more of the same product to them. Another big difference in conventional marketing is that it stresses market share and success is typically measured in a short period of time (Gummerson, 1999). Thomas, et al., (2009) discovered from a conventional platform that market share is a significant performance measurement tool and is used as a guide for sales promotions, marketing and advertisement programs. Focusing on the share of customers implies a long-term orientation and is differently assessed and remembered. Consumers with ability and buying power are seen in this sense as individuals and opportunities are encouraged to satisfy them.

2.5. Customer Relationship Marketing Definition

To understand the importance of customer relationship management requires a firm grasp of the core of the matter. Relationship marketing (RM) has become part of marketing lexicon. The

corporate financial system has been transformed from transactional to relationship models (Mulindwa 2005). Many different authors have defined customer relationship in different ways. On the text, key words used throughout include maintain, develop, enhance, build and manage. Kotler describes Relationship Marketing as the process of building relationship and value with customers and other stakeholders in an organisation. The purpose of relationship marketing is to increase economic value of business (Gui, Zhang and Feng, 2009).

Bukhari, and Kazi, (2016) elaborates an explicative definition of what relationship marketing is from Michael Porter: (1996). "Relationship marketing is a process whereby both the buyer and the provider establish an effective, efficient, enjoyable, enthusiastic and ethical relationship that is personally, professionally and profit rewarding to both parties" An evaluation of relationship marketing includes an analysis of the key factors and benefits (Alrubaiee, and Al-Nazer, 2010, 156-165). There are numerous definitions of the term relationship marketing. The available ones are disagreeing that financial benefit is a motive. The problem with ‘win-win' is that most managers tend to compete for profits and agree that losing businesses should be pruned. Due to intense competitive situation today, you'll have to make full use of their relationships with customers. (Bataineh, 2015).

According to Philip Kotler, traditional marketing philosophies focused on acquiring new customers rather than maintaining strong relationships with their customers. It is important to establish an acquisition strategy, but it is equally important to ensure there is sustainable and profitable growth. Interaction with the customers are a vital matter to keep a business alive. It is clear that most business claims to have customer retention strategies but their budget does not reflect the aims. Although consumer churn rates have increased significantly, there are ways in

which organizations can prevent customers from leaving. Based on experts' views on customer satisfaction, it is more important to maintain a satisfied customer than to acquire another.

Customer satisfaction and retention is advocated as long term value for a firm by this concept (focusing on customer transactions). RM tries to develop the customer from the first sale into a loyal customer. The focus is to develop the whole customer life-cycle to expand the customers beyond its life-time (Woodward, and Anderson, 2009, 2-10). It is said that increasing customer retention rates have a positive effect on customer churn rates. This in turn has increased profits within your organization (Mulindwa 2005). Some studies have concluded that by increasing customer retention rate by 5 percent, a business has a potential to increase its profits by 25 percent-95 percent (Payne, 2012). These companies are acting in the best interests of the consumers when they use direct marketing as a strategy in order to get repeat customers that will be profitable for the company. In order to have profitable relationship with customers, the company should advocate the brand to others as well.

2.6. Dimension of Customer Relationship Marketing

2.6.1. Commitment

The establishment, extension and continuity of the relationship primarily depends on the significance and feasibility of the meaning of the relationship with the parties concerned. Although there may be gaps in the partnership process, the development of the relationship over time depends on both vendors and consumers being able to work together to gain shared benefits. All parties are properly focused on developing and rewarding the relationship and thus begin to commit themselves to making it succeed (Al-abdi and Kang 2010). A key point in retaining the needs of clients at the end of the day is a long-term effort on the part of the consumer and the

business to continue the relationship (Wilson, Soni, and O'Keeffe 1995). The dedication may then be defined as the degree to which a person is involved in the continuity of the interaction. It is also a long-term expectation that a friendship can survive and a desire to maintain a valued relationship (Shi, et al., 2011). Studies have shown that growing consumer engagement in partnerships can lead to increased sales, customer loyalty, and ability to refer and recommend to consumers (Gebert, et al., 2003). In addition, on the basis of reciprocal involvement, relationships are established. While competing suppliers deliver at the same value stage, dedicated relationship partners are less likely to adjust. According to Morgan and Hunt 1994, the commitment to collaboration is at the centre of the marketing alliance. It may also be argued that the production of reciprocal loyalty requires the same mechanism as the construction of a long-term business relationship between the buyer and the seller. However, discrepancies can exist in situations where in most buyer relationships there are less serious personal components and a high degree of personal touch (Wilson, 1995). Commitment appears to be represented in a relationship's mature stages.

Based on the premise that long-term reciprocal gains are successful, it is a pledge of stability between the parties involved (Aurier, and N'Goala, 2010). Adamson, Chan, and Handford, (2003), conclude that the consumer's loyalty consists of three distinct dimensions: affective, instrumental, and temporal. A buyer who is affectively loyal to a supplier is more likely than his counterparts to make repurchases or order new products from that supplier. In terms of time and other capital, a client with instrumental commitment shows some form of investment in a relationship. Temporary relationship means the kind of relationship that takes place overtime (Mulindwa 2005). In determining whether or not the relationship will move ahead, consumer

involvement is a key aspect. It decides where the relationship goes and assesses whether the relationship continues to be maintained.

2.6.2. Trust

Trust makes it easier for people to live in an uncertain and threatening environment and encourages people by reducing the amount of alternatives to be taken into consideration in any particular situation. For successful transactions and the creation of long-term partnerships, trust is essential in the business world (Winch and Joyce 2006). Trust is considered a crucial factor in the creation and preservation of long-term partnerships (Ndubisi, 2007). If the relationship advances, consumer confusion about the services delivered reduces time. As a result, it is safe to assume that customer relationships and faith go hand in hand and grow well together (Asiyah, et al., 2014). As a key factor in assessing the performance of B2C service offerings, customer confidence was built. Nevertheless, consumers are tired and vigilant, trying to eliminate risk and mitigate uncertainty. The customer's prudent disposition means that the partnership continues only if they have faith and confidence in the service provider's capabilities and competencies (Bataineh et al. 2015: 117-128).

Businesses need to create customer trust for this purpose by offering premium offerings that can build customer trust and build loyalty. Previous research has shown trust as a strong driver for enhancing consumer loyalty (Sarwar, Abbasi and Pervaiz 2012). It would be mutually advantageous to build a trustful relationship between the seller and the client as it builds a partnership and creates faithful acts. Customers often aspire to have relationship partners they can trust and loyalty is connected to the partner's security, integrity and competence (Bataineh et al 2015: 117-128). Beard, and Burger, (2017) indicates that people are associated with people

they trust in industry and, as trust rises, so is involvement. The bottom line is that clients are more likely to buy back from a brand that they deem to be trustworthy, and that loyalty is a core component of long-term partnerships. Trust is otherwise necessary in order to generate consumer satisfaction (Schoenbachler, and Gordon, 2002).

Furthermore, Sarwar et al. (2012) suggests that there are several aspects of a healthy collaboration, including mutual faith in a relationship that allows the customer to becoming more involved in efficient market exchanges. The author warns, however, that trust will not maintain the continuity of a commercial relationship on its own or be used to excuse a repeated undertaking. However, the elimination of faith may have a negative effect on the company in terms of customer retention.

2.6.3. Communications

In the marketing of transactions, sales and communication are critical elements. We have to change the interaction requirements of the client and have to resume the correspondence loop all over again. In fact, RM is at its finest (Ryals, and Knox, 2001). Leverin, and Liljander, (2006) discovered that trust occurs because of touch and shared principles. Contact implies, as in the case of emails, mail, website interactions and other machine-related interactions, in retail banking, and even personal interactions with employees who deliver services after, during and after transactions.

When presented to a customer in person, it is especially beneficial. Good communication has a significant effect on client retention, engagement and confidence. Marketing communication is an attempt to create a two-way or sometimes multi-way communication mechanism in relation to marketing (Ryals and Knox, 2001). Not all acts are specifically two-way interaction, but

communication attempts can result in a two-way communication process (Ryals and Knox, 2001).

2.6.4. Conflict handling

Inside our lives, tension is apparent. Conflict is commonly seen as a negative and destructive human experience, but it is more normal and invasive in its perception (Boonsathorn, 2007). From an organizational point of view, conflict can be good and normal, the absence of conflict is inevitably dull and stagnant, and creativity and growth are unlikely to be promoted. Conflict from a touch point of view is considered by Putnam and Poole (1987). Communication is seen as one of the five components of "conflict situations" As an important aspect, consumer relationships between service providers and their clients include the management of grievances. Conflict management has been defined by Dwyer et al. (1987) as the ability of an organization to mitigate the damaging effects of apparent and possible conflicts, and has a negative impact on the credibility and trust of the service provider when viewed as the customer's inappropriate and slow handling of complaints (Ganesan, 1994).

Conflict management reflects the desire of the provider to stay away from future disputes, solve apparent issues until they cause problems, and the capacity to talk openly, clarify problems. A commitment, leave or argument can be guaranteed by how conflicts are resolved. Rusbult, and Buunk, (1993) claimed that there is a possibility that certain habits would be related to an individual on the basis of the level of previous satisfaction with the relationship, the degree of involvement of the person in the relationship, and the assessment of the choices that one has made. When conflict is recognized, acknowledged and dealt with in an effective way, it may

result in organizational and personal benefits (Silverthorne, 2005). The correct treatment of disputes would also lead to allegiance.

2.7. The Concept of Customer Retention

Customer maintenance has usually been defined in the Ginn et al. definition of "the continuation of an affiliation between the Customer and the company" as an opportunity of a company to receive a repurchase of the current Clients (2010: p. 115). Auh and Johnson (1997) do not perceive dissatisfied or missing customers as part of a car industry maintenance plan, and only as a reward for maintaining customers are they focus on today's customers (Ettlie, 1998). The bucket hypothesis therefore can be taken that the missing customers are the result of issues in the management of customer relations that directly influence retention. When explaining retention, Larsson, and Broström (2019) considers that consumer turnover should not be losing existing customers to competitors or alternatives. The concept of consumer loyalty (1994: p. 100) by Dick and Basu also offers one view of retention: "The strength of the relationship between the relative attitude of an individual and the repetition of patronage." It also shows a direct need for a relationship building which affects the likelihood that an existing customer is willing to buy back.

2.7.1. Customer Defect

Customer churn or defection is marked by the fact that a rival is abandoned as the number of current customers for better alternatives (Ginn et al., 2010). The case study by Hwang et al. (2004) shows that the defection of customer lifetime values is highly volatile and limits the accuracy of the (CLV). Six factors for defection: costs, goods, services, business, technology, and organization are suggested by (Ahmad and Buttle, 2001). Dillard and Bates (2010) expresses

consumer dissatisfaction and the failure to restore facilities as a significant cause of vehicle defects. In order to assist businesses to profit from customer deficiencies, Ginn et al (2010) and Reichheld (1996) paid particular attention to service loss control and grievances. Reichheld (1996) claims to have a lower defect rate than new customers because of the strength of the relationship. Fixing issues that fail loyal customers may lead to an overall retention of customers.

2.8. Customer Retention Benefits

2.8.1. Customer Value

Customers that have a strong business relationship are more likely than new customers to recommend themselves, and are considered to be significant brand or company supporters (Mousavi, 2012). In consequence, they are more forgiving if their experience is less than ideal and they have a more likely effect on how the organization will grow (Oh and Kim, 2017). Their engagement with the brand and company is also increased and their response to promotions is more likely. Miller et al. (1993) warns that abuse of customer loyalty reduces their want to buy back.

2.8.2. Profitability and Cost-Efficiency

It is widely agreed by researchers that the investment necessary for customer acquisition is significantly greater than for customer retention (Miller, et al., 1993; Ahmad and Buttle, 2002). In addition, Gronroos (1994) and Jobber and Fahy (2004) reported that marketing for acquisitions was six times more expensive than marketing for retention. As a consequence of more cost-effective and reliably cost-effective CRM practices, customer retention has gained more prominence among businesses, according to DeSouza (1992). Many researchers have

claimed major effects on income, claiming a 25 to 85 percent improvement in business profits when the retention rate is increased by 5 percent (Reichheld et al., 2000; Ginn et al., 2010; Gallo, 2014). Hwang et al. (2004) indicates that retention is a successful technique because of the understanding of its clients by the company and the ability to customize market targeting.

2.8.3. Customer's Lifetime Value (CLV)

The Pareto principle refers to a general pattern of sales concentration in which 20% of the consumer of the company pays 80% of the income of the company (Storbacka, 1997). It shows that 20 percent are the most critical and loyal customers of the company. It may help to shape strategies that maximize the benefit of less efficient customers to understand why they are the most desirable. CRM systems allow organizations to decide which customers have the best chance of being kept (Miller, et al., 1993; Gronroos, 1994; Ahmad and Buttle, 2002; Jobber, 2004; Mandina, 2014). Consumer touch points are developed to assess the customer life cycle and are capable of increasing customer service to the business (Rigby and Ledingham, 2004). Researchers conclude that by tactical actions, including sales and cross-sales, CLV is increased (Verhoef, 2003; Linoff and Berry, 2011). However, from a short-term perspective on revenue generation, such strategies may be argued and could potentially cannibalize long-term revenue generation.

2.9. Customer retention issues

In retaining customers, unpredictability of human interaction is a major challenge (Larsson, and Broström, 2019). In the theory of buckets described, the challenges of consumer retention have implications. This segment will concentrate on two major issues in the literature that help to explain and improve customer preservation strategies.

2.9.1. Climate Competitive

Franchised car brand companies have separated themselves effectively from independent car dealers. The rivalry between the franchisees of different brands, however, remains strong, not to mention among the franchisees of the company. Roberts-Lombard and Nyadzayo (2014) say that car dealerships work in a volatile environment as rivalry is intense within the industry and increasingly evolving consumer needs. Mandina (2014) argues that technological innovations, globalization and mobility lead to greater choices for consumers with greater access to information, goods and services than ever before. These also greatly reduced the dealership footprint as customers browse online information to further guide them through the decision-making process before they enter a dealership. He claims consumers are therefore less loyal. Therefore, an evolving strategy that evokes fulfilment and loyalty is crucial to make online presence and online travel simpler for consumers (Larsson, and Broström, 2019).

As brands and models are becoming more available to meet the requirements of various segments, with technology increasingly using mass customization, the cost of attracting new consumers is growing quickly, with car manufacturers and distributors (Müller-Ötvös and Diederichs, 1997). The amount of costs switching to customers depends on the industry's competitiveness in accordance with Jones and Sasser (1995), which results in low intercuts costs for auto motor dealers making it easier for customers to reach rivals and in turn has a negative impact on retention.

2.9.2. Complaints of Consumer

Customer concerns align with their buy-back policies and their willingness to recommend them to others. Word-of-mouth is known to be on-line as well as offline one of the most important

marketing forces in consumer behavior (Rust and Chung, 2006). Claims seem unavoidable, but their potential to impact a business' credibility is crucial, making a process essential for mitigating effects. Ahmad and Buttle (2001) describe the collection of complaints as a customer satisfaction management technique. Fornell and Wernerfelt (1987) have introduced a protective marketing strategy that claims management effectively maximizes the retention of consumers in highly competitive industries such as automotive industries with low growth. A number of academics have found success as a tool for preventing customer defection in service recovery (Myhal et al., 2008; Kruger and Mostert, 2014; Ostrom, et al., 2019). Academics proposed that businesses should make grievances simpler or even timelier to enhance quality and keep customers (Ostrom, et al, 2019). Exploring some of the barriers for retention of customers for automotive marketers shows opportunities that can shape retention policies. The next segment will discuss customer retention techniques, including in the motor industry.

2.10. Customer Acquisition

Knowledge Exploration approaches can be of use in identification of potentially profitable and loyal new customers. Acquiring correct customers is a first step in Customer Relationship Management." Or they can be clearly identified as "Techniques that are used to acquire new customers." "These methodology can be used to identify potential profitable, loyal new customers." (Sharp 2003). Depending on a particular circumstance of an organization the position and relative value of the client acquisition varies considerably. For example, a new market entrant will concentrate more on attracting customers and an existing business will focus more on maintaining its customers. Typical problems such as: The procurement phase of the customer

- Customer purchase at a discounted discount
- More customers to buy.
- More attractive customers to obtain and
- Acquisition of new platforms to consumers

In knowing the value of customers in a provider's organization, the starting point is to analyze the existing cost of customer purchasing within the company's main channel and to figure out how the cost differs across various customer segments.

The first task in the management of the consumer life cycle was the customer acquisition. Retention of customers is an inefficient exercise if customers are not kept. In new product releases and with new company startups, customer acquisition is often the most important target. Customer acquisition is also as important as customer retention for small businesses with aspirations to expand. By acquiring another customer, one customer will double the customer base. In comparison, the loss may be a bankruptcy of the single client. Customer buyback is also often important in order to compensate for natural attrition (Ang, and Buttle, 2006). When an organization plans a customer acquisition strategy, some essential questions need to be addressed.

- Goals, platforms and deals are covered here.
- What opportunities are to be targeted (potential new customers)?
- What is the solution to these prospects?
- How are we to make an offer?

All that a company does is focus to meet its clients' needs in order to succeed and prosper in today's dynamic market climate, whether an organization is a business organization, a public or a

not-for-profit organization (Whalley and Headon 2001: 5). Naturally, customer loyalty is an aim for all sellers since it is always less costly than purchasing a new one to retain the clients. Marketing, publicity, sampling and personalizing the service – they're all expensive. That is why it is preferable that the clients be retained after they are acquired. Every sales and marketing director needs to know about the cost of attracting a new client. This can still be hard to find, but interactive marketing has made it simpler. It remains that it is much more costly to replace a lost customer than to retain the old customers.

First experiences build hopes and hopes are dying. Prospective customers calling your business should choose to be in the right position immediately. Some errors are swept apart later on in the partnership, as exceptions to the law invented by the consumer (Hakala 2011). After establishing the bond and creating trust between you and the client, error is easier to forgive (Tuomola 2014). The starting and the first experiences of customer relations are therefore highly relevant for the long-term future. The seller must know the client and his interests. Some clients could appreciate customer service so well and personalized that they can forgive some mistakes in costs or deliveries, for example. The sooner it is found, the sooner it is distributed and loyalty is established. Customer satisfaction building can be carried out in a variety of ways. (Hakala 2011).

For example, any tenth transaction will bypass the seller's rewards for keeping the customer returning. Again, it is important to know your clients' needs so that you give the right offers. The client loyalty provides both the seller and the client with advantages. If he has a long background with all his clients, the customer can predict incoming orders better. The ability to predict demand implies simple savings in stocks and therefore prices, for example. This can indicate for the client that each order is delivered gradually and shortened. The practical side of daily

business profits from long relationships. Processing orders from the same customer also brings routine and the contacts become acquainted.

This enables the activities of all people who work in the chain. For a stable client, you will also have a price advantage, as it is less likely that the client will exchange for each purchase he makes. One time customers can need additional rewards as discounts, but a fair pricing level can be retained more easily for steady customers. Prioritizing your main customers will carry both advantages and issues to you. If the other clients note that other users are seen to be more relevant than themselves, they may feel overlooked. This inevitably differs tremendously in various business areas. The other clients clearly show that customer priority at a restaurant is given, while it is easier to hide the order of a key customer in a fabricating company behind various causes in a manufacturing line first. If your main client places the orders 10 times as the other client, it is, of course, clever and helpful to offer priority. The vendor must know when and when to give priority to this. For sellers and customer service, understanding cultural differences is very critical. A Finn doing a company with a Finn could frequently be fairly casual, although the client would definitely differ when he comes from China. When the seller wants to be seen as a serious and viable salesman, he cannot speak and dress the same casual way.

2.11. Trust and customer Retention and Acquisition

Trust is one of the main players in marketing relationships (Morgan and Hunt, 1994b). A large number of studies have shown trust and dedication to RM's performance (Palmatier, 2008; Morgan and Hunt, 1994b). Morgan and Hunt (1994) add that the use of power to make others conditional does not promote success in connection marketing. Trust has not shown a considerable impact on CL in some situations. One such case is in South Africa, where consumer

relations are used as the intermediate variable for non-life insurers (Lombard, et al., 2013a). Literature represents trust as a result of consumer experiences with a specific brand and their interpretation of these interactions. Dagger and O'Brien (2010) conclude in their research that confidence and loyalty depend on the consumer's relationship with that brand.

Furthermore, Garbarino and Johnson (1999) have found that consumers, who are not frequently involved in brands, have their views primarily on satisfaction from personal experience, while 16 customers, more frequently involved in brands, prefer to form their views from their trust and commitment in these consumer-brand relationships. This suggests they are an important mediation in consumers intentions, positive perception and loyalty, as trust and commitment are built with more branding experience. It also indicates that faith and engagement have more effect than a single interaction on consumer perception. These components do not influence casual customers, but support the idea that brand connections are necessary in order to cultivate a context in which confidence and commitment can develop over time. Individual encounters with informal customers are more relevant. GoO and Huang (2008) also affirm the benefits of customer confidence and engagement in relation-based brand outcomes like loyalty. Therefore, faith and dedication are both essential to customer behavior. Confidence research shows that it is founded upon experience. It is therefore important that consumers are motivated to repeat their business to build their trust and help create loyalty progressively over time (Paliwoda, et al., 2009). But the common emphasis is on loyalty and trust and it seems that it is difficult to differentiate between them (Hsu, Liu, and Lee, 2010; Dagger and O'Brien 2010; Goo and Huang, 2008). There is a great deal of dedication and confidence. As one of the most significant activities impacting consumer loyalty, Trust has been highly stressed. Research in the banking sector in Ghana has shown that the confidence relationship in customer loyalty is negative and

insignificant because it has a sound regulatory structure in Ghana (Mhidze, and Njuguna, 2018). With all these conflicting findings, the examination of this relationship and how it goes are of paramount importance.

H1: Trust has an effect on customer retention

H2: Trust has an effect on customer acquisition

2.12. Commitment and Customer Retention and Acquisition

In Hennig-Thurau et al., (2013), there is no distinction between consumer loyalty and commitment, whereas in other research, customer loyalty is predicted by commitment (Morgan and Hunt, 1994a) (Bricci, Fragata, and Antunes, 2016). Consumer commitment has a number of other components in dynamic relationships. Hsu, Liu and Lee (2010) suggest, for example, that consumers' satisfaction directly affects the formation of loyalty through 17 responses, confidence, group identification and buying behavior. In addition, corporate image success is based on how much customer confidence and commitments are directly engaged (Hsu, Liu, and Lee, 2010). Not all research have demonstrated a commitment to the effectiveness of the marketing partnership. A survey in South Africa, in particular, has shown that interaction has a substantial negative effect on relationship marketing (Roberts-Lombard, Strachan, and Du Plessis, 2013b).

Recent studies have conceptualized four components: mental, optimistic, negative and normative engagement (Sharma, and Baoku, 2013). Customers remain in touch here because they like and enjoy working with their suppliers. Successful engagement the negative estimated commitment is simply the kind in which the consumer remains in the relationship due to the perceived expense of moving to other supplier, while the relationship is positive, because the relationship is

fine. Altogether, affective engagement is optimistic, whereas calculative engagement is negative and consumers are more willing to purchase services when committed to their tasks than when committed in a measured manner. Finally, as an attachment due to felt responsibilities, researchers define normative commitment (Roghanian and Gheysari, 2013).

The work on customer interaction contributes to additional causes. Interestingly, Palamtier, Jarvis, Bechkoff and Kardes (2009) find that recognition is important as a factor in building relationships in their work on factors that promote confidence and commitment. Thanks can be achieved through good product results (Palmatier et al., 2009). The personal characteristics of a brand can also explicitly and indirectly support the trust and loyalty of a customer to a brand (Louis and Lombart, 2010). While it is obvious that consumer morale and engagement contribute to consumer behavior, it is complex. A positive association between commitment feelings and consumer behavior, although there is no awareness of the precise contribution of specific elements to involvement nor of the exact effect of commitment on consumer behavior. Managers can be easily fooled by the belief that interaction activities can generate consumer reactions (Lariviere et al., 2014). A further research on customer engagement is needed to better understand and differentiate from other factors that affect consumer behavior.

H3: Commitment has an effect on customer retention

H4: Commitment has an effect on customer acquisition

2.13. Communication and Customer Retention and Acquisition

The company's good communication with positive data on itself produces a clear presentation of the brand and strongly affects how customers view the brand (AguileraCaracuel, Hurtado-Torres and Aragón-Correa, 2012). So, King, Sparks, and Wang (2016) stress the importance of

consumer participation in their discussion of customer communication by finding that it accentuates customer understanding of the brand, confidence and loyalty. They also agree that contact with customer past service meetings strongly contributes to brand loyalty (So et al., 2016). Moreover, Patterson, and Hennessy, (2016) found that consumers with little brand knowledge find it difficult to determine their own brand expectations and value after their meeting. However, contact with the consumer helps to build a positive view of the brand and its value. Social media may also play a major role in shaping brand loyalty and attitudes (Schivinski and Dabrowski, 2016). Communication is often a part of the exchange of information and thus has both internal and external aspects related to future customer behavior.

Håkanson (2010) argues that knowledge is transactional and that knowledge exists both in a corporation and between companies and customers. Blome, Schoenherr and Eckstein (2014) suggest that knowledge transfer is necessary for the overall product versatility and for eventual market success, both internally and externally (Blome, Schoenherr, and Eckstein, 2014). Similarly, the organizational structure, including emphasis on marketing and training, is all vital to performance and cannot be preferred over others, according to (Paliwoda, Slater, Kocak and Abimbola 2009). Throughout the marketing process contact plays an important role in product outcomes and brand awareness. Communication is seen as one of the most critical aspects of the growth of ties through relationship marketing, which has a tremendous effect on customer success and loyalty. (Schivinski and Dabrowski 2016; 2013; Aguilera-Caracuel and Hurtado-Torres and Aragón-Correa, 2012)

This aspect can therefore be the most important aspect for affecting consumer understanding and goodwill. However, engaging with customers in unique ways can be difficult because this aspect of building relationships is generally understood to be critical (Patterson, 2016; Schivinski and

Dabrowski, 2016). In their results, Awan and Said, 2011 (a good example) found that passive or inactive customers are more inclinative to contact based on cheaper pricing options, and that businesses should also communicate cheaper pricing choices, while active customers take advantage of in it. A lack of understanding of these consumer groups may result in insufficient marketing. This study seeks to bridge the difference between consumer loyalty and the communication mechanism.

H5: communication has an effect on customer retention

H6: Communication has an effect on customer acquisition

2.14. Conflict handling and Customer Retention and Acquisition

Prasad and Aryasri (2008) describe conflict management as a supplier's ability to mitigate the adverse effects of evident and probable conflicts. The management of disputes represents the willingness of the provider to avoid future conflicts before worsening and the ability to freely address concerns and provide solutions when problems occur. The authors also note that successful conflict management is an essential factor in building customer loyalty (Prasad and Aryasri, 2008; Kulet, 2017). In addition, some studies stress that conflict management is, as in most studies, the first major contributor to consumer loyalty, rather than trust (Mugito, 2016). Conflict management directly influences the understanding of the brand by a customer as to how the conflict is maintained (Prasad and Aryasri, 2008).

Consumers are displaying greater loyalty to brands that have no negative views of conflict (Prasad and Aryasri, 2008). The dispute has a negative correlation with customer confidence and loyalty and consumer satisfaction has been found by (Leonidou, Talias and Leonidou 2008). Conflict management is therefore important in building customer confidence and loyalty. On the

contrary, several studies have shown a negative correlation between consumer loyalty and conflict management. In Zemen 20 Bank in Addis Abeba there was an insignificant and negative relationship between conflict management and customer loyalty (Chakiso, 2015b). The findings have been generated when the handling of disputes is cumulatively receded. The study showed that conflict management can affect individual customer loyalty. Furthermore, Pesämaa and Hair Jr. (2008) finds that relationships between people and the brand are mediating to improve customer confidence, interaction and loyalty, which can also enhance the impact of dispute management.

On the other hand, a negative impression of the brand caused by inadequate conflict management will lead to defeat (Ndubisi, Malhotra, Capel, Agarwal, Satkunasingam, Ndubisi, and Patil, 2016). Conflict in customer relations is viewed as unavoidable (Prasad and Aryasri, 2008; Leonidou, Talias, and Leonidou 2008). The research indicates that conflict management directly influences whether a customer maintains a relationship with the company (Leonidou, Talias, and Leonidou, 2008; Malhotra, Agarwal and Ndubisi, 2010). Conflict management and faith are related to successful conflict resolution (Prasad and Aryasri, 2008; Leonidou, Talias, and Leonidou, 2008; Pesämaa and Hair Jr. 2008). The purpose of this study is to establish how conflict management plays a role in shaping consumer satisfaction.

H7: Conflict handling has an effect on customer retention

H8: Conflict handling has an effect on customer acquisition

2.15. Conceptual framework

Dimensions of Customer Relationship Marketing

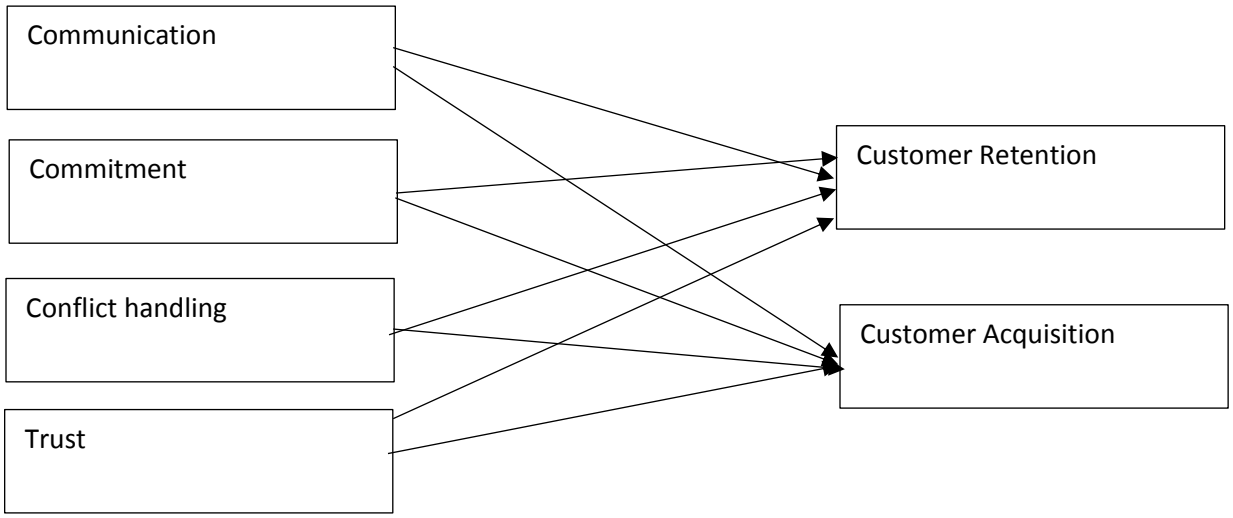


Figure 2: Conceptual Framework

3. METHODOLOGY

The purpose of this research and descriptive study is to define the effect on the retention and purchase of customers in the cosmetics industry of customer relationship marketing. The aim of this chapter is to review this approach.

3.1. The Research Goal

The literature has three primary purposes, descriptive, exploratory and explanatory purposes for which an analysis is performed. Exploratory research refers to the initial investigation of a

concept for a better understanding of the subject matter. Explanatory research can be called studies that create causal relations between variables. The focus here is on researching a problem or situation to understand the connection between variables between causes and effects. In order to provide a clearer picture of the relationship, data should be obtained and subject to statistical testing such as correlations. Furthermore, qualitative data can be collected to understand why one variable in relationships influences another (see Saunders et al., 2009; Griffiths, and Steyvers 2004; Romme, 2003). For the purpose of narrating or accounting for an occurrence or problem, the descriptive analysis is carried out. In order to analyses the client relationship Marketing and consumer retention in cosmetic products, the investigator performed an exploratory analysis.

3.2. Procedures for sampling

A detailed account of the sample and the study population is given in this section.

3.2.1. Sample and Population

Many researchers, in particular Cooper, Schilndler and Sun (2003), describe population as the number of elements that a researcher wishes to deduce. Employees and consumers of the cosmetics industry constitute the target demographic. It is valued at approximately 350 customers. A sample size implies the number of variables in a study (Malhotra and Briks, 2005). It is generally drawn for the analysis from the general population. A 199-person sample size was intentionally chosen. In addition to the study objectives, the preference of customers in cosmetics is based on the demographic characteristics of sex, age, marital status and education. Sampling technology is the purposeful sampling method used to pick the sample size. Proper sampling is a type of sampling technique in which the sample size is chosen according to the researcher's target. The reason for choosing the approach is primarily because of the researcher's interest and

time-limit, because this analysis is time-limited. The research considered the proportion of all cosmetic industry customers and workers working in the case study for the determination of the sampling system.

3.2.2. The technique for sampling

The adoption and implementation of a suitable sample methodology is crucial to the success of a research involving the use of a data collection sample (Shiu et. al, 2011). Maylor and Blackmon (2005) have once more announced that a given sample is a segment of the research population to be analyzed to understand how the sample was collected. Adams et al. (2007) therefore notes that sampling is the method by which participants in the studies are chosen for the classification of the sample population. In the cosmetics industry of Turkey, this analysis was carried out. This was mainly because, compared to other industry in other parts of the world, information needed for the study was very open to the cosmetic industry in Turkey. The collection of respondents from the employees of the firm, who work in the customer service department, the industry manager and the company customers were performed with the purposeful sampling technique. A purposeful sampling technique also known as a judgment sample is an unlikely sample which allows the researcher, on the basis of his/her characteristics and goal, to select a sample from the population.

3.3. Sources of Data

There are two types of data in a research project: secondary or current data generated by a different agency and primary or actual data collected during the analysis (Hair et al., 2012). The primary data is the actual data collected for the use of the researcher, while the secondary data is information collected by others for a new purpose including books, reviews, papers and web-

based information (Ghauri, and Firth, 2009). In order to collect primary data from consumers, questionnaires were used to collect the main data from a formal interview for information collection from cosmetic industry management in Turkey. The survey used primary data. The primary data were produced practically through questionnaires and organized interviews.

3.4. Measurement of Constructs

3.4.1. Customer Relationship Marketing

For measurement of customer relationship marketing we used four dimension (Communication, commitment, trust and Conflict Handling) and we used (Churchill and Surprenant, 1982) for trust (e.g. promises are reliable), (Morgan and Hunt, 1994) for the communication (e.g. provides timely and trustworthy information), conflict handling (e.g. avoid potential conflict) and commitment (e.g. flexible when its services are changed) as source of measurement. This measurement scale consist on 10 items. A five point likert scale is used (1=Strongly Disagree to 5= Strongly Agree)

3.4.2. Customer Retention

For measurement of customer retention Gyasi, (2012) as source of measurement. This measurement scale consist on 9 items. A five point likert scale is used (1=Strongly Disagree to 5= Strongly Agree)

3.4.3. Customer Acquisition

For measurement of customer acquisition we used Alhawari, (2012) as source of measurement. This measurement scale consist on 8 items. A five point likert scale is used (1=Strongly Disagree to 5= Strongly Agree).

3.5. Tools for data collection

The questionnaire offers details across a variety of questions from respondents (Coughlan, Cronin, and Ryan, 2007). The questionnaires were automatically sent by the researcher to the respondents. Data were mainly collected by the use of the questionnaire to collect data in the cosmetic industry to determine customer relations and customer retention. Closed ended questions were presented. Just one questionnaire was planned for the users by the researcher. Things were chosen from the literature for the design of the questionnaire. The study owner subsequently moderated to review the content of the questionnaire.

A pilot study was also performed where four experts, managers and consumers were asked to test the questionnaire. They reflected on the mistakes and the investigator corrected the finishing questions. The questionnaire was directly administered by the investigator. The questionnaire elements were fully closed ended. The close ended items allow the respondents to respond to questions of a particular nature. The questions were answered in a five-point range of 1 (strongly Disagree) to 5 (strongly agree). The questions were transparent and offered information on the respondents' history. In the customers' sampling population, copies of the questionnaires have been issued to the respondents selected. Following the answers, the investigator found the questionnaires copies.

3.6. Analysis of data

In a Macnee, McCabe, and Conley, (2007) report, the researchers claim that data collection is an event that spots people through questionnaires, interviews and checklists to gather information. Questionnaires were used to mobilize the real or primary data from respondents. In addition to content analysis, simple percentages represent mean values and default data analysis has been

used for this study. For a simple and clear analyze, the percentages describe the data. The average scores measure the central tendency of the standard deviation (S.D.) indicating differences of view. For the analysis of this study, we used SPSS 23 AND AMOS 22 Version. statistics, Descriptive, correlation statistics, confirmatory factor analysis and regression analysis for model 1 and model 2.

The above mentioned statistical tools have been used because the application of statistics in particular of the relevant statistical methods used is not always apparent, but is better explained by the researcher, taking into account the objectives of this report.

3.7. Validity of the Study

The validity and the credibility of the questionnaire with the correct questions and phrases will better represent the content of a study. The pretest is a 'dress rehearsal,' which according to Aina (2002) helps to explain some of the problems relevant to the selection instrument. In order to ensure the clarity and accuracy of the questionnaire, a pilot study with four experts has been performed, two managers and two consumers in the cosmetic industry. The pre-test indicated that the interviewees did not understand any of the questions correctly. Some questions were too long and tumultuous, the respondents also revealed. This resulted in the rewording of some of the questions to be correct and evident.

4. RESULTS

This section addresses the statistical methods that are used to interpret the results. Several steps were also included, such as data collection, reliability and validity of measurement components and descriptive and inferential statistics.

4.1.Respond rate of Participants

A random sample of 230 employees was chosen, representing 29% of the study population. In the test sample, 230 questionnaires have been obtained, with 199 surveys representing 87% of the research sample.

Table 4. 1: Respond rate of Participants

Description	**No.**	**Percentage**
Total No of Questionnaire	230	100%
Total No of Not Returned Questionnaire	31	13.4 %
Total No of Realized Questionnaire	199	86.6%
Total Response Rate	199 out of 230	87%

4.2.Demographic Variables

The summary statistics of the replies from the participants are summarized in this section.

Table 4. 2: Table shows the Demographic Variables

Sr#	**Demographic Variables**
1	Gender
2	Age
3	Educational Background
4	Department Level
5	Position Level

Q1: What is your gender?

Variable	Sub-category	Frequency	Percentage
Gender	Male	76	38.2
	Female	123	61.8

	Total	199	100.0

Table 4.2 1: Table shows the gender of participants

Table 4.3.1 offers descriptive data on gender for participants. This research included approximately 199 respondents. Of the 199 participants, 61.8% (n=123) are female and 38.2% (n=76) are male.

Q2: What's your age?

Variable	Sub-category	Frequency	Percentage
Age	18–25	54	27.1
	26-35	85	42.7
	36-45	38	19
	46-55	22	11
	Total	199	100.0

Table 4.2 2: Table shows the Age of participants

It is found at participants that 27.1% (n=54) of the respondents were from 18-25; 42.7% (n=85) were from 26-35; 19% (n=38) were from 36-45 years; and 11% (n=22) were from 46-55 years.

Q3: What is your educational Background?

Variable	Sub-category	Frequency	Percentage
Educational Background	Graduate	15	7.5
	Master	83	41.7
	M. Phil	84	42.2
	PHD	17	8.5
	Total	199	100.0

Table 4.2 3: Table shows the Education level of participants

The academic quality level of the participants is listed in Table 4.3.3. The participant statistics illustrate that there were 7.5% (n=15) graduates, 41.7% (n=83) masters, 42.2% (n=84) M.Phil. Participants and 8.5% (n=17) PHD trained participants.

Q4: **Department Level**

Variable	Sub-category	Frequency	Percentage
Department Level	HR	24	12
	Marketing	164	82.4
	Finance	11	5
	Total	199	100.0

Table 4.2 4: Table shows the Department level of participants

The department level of the participants is listed in Table 4.3.4. The participant statistics illustrate that there were 18% (n=36) Human Resource department, 70% (n=140) Marketing, 11% (n=23) finance department.

Q4: **Position held** in Department

Variable	Sub-category	Frequency	Percentage
Educational Background	Marketing Analyst	48	24
	Marketing Mangers	76	38

	Marketing Consultant	40	20
	HR Managers	15	7.5
	Public Officer	9	4.5
	Finance Managers	11	5.5
	Total	199	100.0

Table 4.2 5: Table shows the position of participants in Organization

The position of the participants in department is listed in Table 4.3.5. The participant statistics illustrate that there were 24% (n=48) marketing analyst, 38% (n=76) marketing managers, 20% (n=40) marketing consultants, 7.5% (n=15) marketing managers, 4.5% (n=9) public officer, 5.5% (n=11) finance managers.

4.3.Descriptive Statistics

For each variable the mean and default variances have been calculated and the results are shown in Table 4.4 below. The average was calculated primarily for each variable by calculating all items for a given structure or metric in their total value. The average was then calculated by separating all products' total values. The term "maximum, minimum, average and standard

deviation" is the maximum and the minimum value of answering questions on a particular framework given by participants as mentioned above in Table 4.4. Three constructions with a minimum, max, medium and standard deviation are thus present in the table below. The minimum value for all systems is 1 and the maximum value is 5. The average score (between M=2.28 and M=2.73) for all structures is also worthwhile finding. The maximum and minimum values will both be 1.17 and 0.71 with a standard deviation.

Table 4. 3: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Customer Retention	199	1.00	5.00	2.4768	.80322
Customer Acquisition	199	1.00	5.00	2.4573	.71060
Communication	199	1.00	5.00	2.7362	.90843
Commitment	199	1.00	5.00	1.8945	1.10619
Conflict handling	199	1.00	5.00	2.7085	1.17729
Trust	199	1.00	5.00	2.2831	.91363
Valid N (listwise)	199				

4.4.Validity and Reliability Analysis

Validity and reliability analysis related with the measurement model are demonstrated in Table 4. To calculate the convergent validity of the items of the variables, six items including factor loading, average variance extract, and finally the composite reliability (CR) were assessed. Factor loading was calculated to find out the confirmatory factor analysis (CFA) to estimate the measurement model of the study. CFA technique was used to refine the variables' items that were used in the questionnaire to access the validity of the constructs. According to (Hair, Ringle, and Sarstedt, 2011), the validity of the items is convergent when the factor loadings of the items are at least 0.50. A confirmatory factor measurement indices is conducted to assess the validity of the scale. The findings for customer relationship marketing (X^2= 231 d.f. = 186, X^2/d.f. = 1.241, GFI= 0.89, CFI= 0.78, RMSEA= 0.04, RMR = 0.0.2) as found in the study of (Reimann, Schilke, & Thomas, 2010). For customer retention (X^2= 279.23 d.f. = 176, X^2/d.f. = 1.558, GFI= 0.76, CFI= 0.88, RMSEA= 0.03, RMR = 0.04) (Fečiková, 2004). While for the customer acquisition (X^2= 261.23 d.f. = 168, X^2/d.f. = 1.553, GFI= 0.89, CFI= 0.79, RMSEA= 0.06, RMR = 0.03) suggested that the validity level of the scale is appropriate (Arnold, Fang, & Palmatier, 2011).

In the current research, Communication factor's loading was within the range of 0.649 to 0.654 Moreover, the commitment factor's loading was within the range of 0.826 to 0.705. Meanwhile, the range of the factor loading for the conflict handling was 0.768 to 0. 876. Trust factor's loading was within the range of 0.835 to 0.903. Moreover, the customer retention factor's loading was within the range of 0.678 to 0.786. Meanwhile, the range of the factor loading for

the customer acquisition was 0.913 to 0.675 (Hair, Money, Samouel, & Page, 2007; Armstrong, Banerjee, & Corona, 2013). Hence, the requirement of the factor loading met the variables' items. AVE values of the communication, commitment, conflict handling, trust, consumer retention and customer acquisition were 0.563, 0.765, 0.678, 0.976, 0.855 and 0.986; respectively. Hence, all the values of AVE of the variables met the criteria, since the values were greater than 0.50. The composite reliability of the communication, commitment, conflict handling, trust, consumer retention and customer acquisition were 0.928, 0.924, 0.863, 0.765, 0.786 and 0.876; respectively. Hence, all the values of CR met the requirement, and all the values were greater than 0.80 (Bacon, Sauer, & Young, 1995).

Table 4. 4: Validity and Reliability

Variable Name	Items	(CR)	Loadings	(AVE)	Cronback Alpha
Communication	Com1	0.928	0.649	0.563	0.89
	Com2		0.654		
Commitment	Comm1	0.924	0.826	0.765	0.088
	Comm2		0.705		
Conflict handling	CH1	0.863	0.768	0.678	0.87

	CH2		0.755		
	CH3		0.876		
Trust	T1	0.765	0.835	0.976	0.876
	T2		0.856		
	T3		0.903		
Customer retention	CR-1	0.786	0.678	0.855	0.897
	CR-2		0.785		
	CR-3		0.876		
	CR-4		0.867		
	CR-5		0.785		
	CR-6		0.976		
	CR-7		0.878		

	CR-8		0.768		
	CR-9		0.786		
Customer Acquisition	CA-1	0.876	0.913	0.986	0.789
	CA-2		0.786		
	CA-3		0.834		
	CA-4		0.765		
	CA-5		0.987		
	CA-6		0.876		
	CA-7		0.675		
	CA-8		0.675		

4.5.Correlation

The interaction effects between variables are shown in Table 4.5. The relationship between two and more variables is technically a measure of the relationship. Correlations can range from -1.00 to +1.00. The value of –1.00 is totally negative, and the value of +1.00 is totally positive

(Altmann, Cristadoro, & Degli Esposti, 2012). When the one increases the other, the relationship between two variables is positive. On the other side the other side decreases if one increases, so the connection is negative. A value of 0.00 is not associated. In below table the highest relationship between retention of consumers and marketing variables in the customer relationship (CRM) is based on correlation matrix (r=0.822**) as customer retention. The highest relationship between retention of consumers and marketing variables in the customer relationship (CRM) is based on correlation matrix (r=0.822**) as customer retention and dispute management (Ryals, 2005; Nikhashemi, Paim, Haque, Khatibi, & Tarofder, 2013). This is important, as consumers must focus both internally and externally on customer retention. The second most significant link between the acquisition and retention of the client is (r=.787**). This indicates that organizations with excellent customer service and retention tend to have a good relationship with the customer generally (Ghavami, & Olyaei, 2006).

Table 4. 5: Correlation

		Customer Retention	Customer Acquisition	Communication	Commitment	Conflict handling	Trust
Customer Retention	Pearson Correlation	1	.787**	.524**	.670**	.822**	.606**

	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	199	199	199	199	199	199
Customer Acquisition	Pearson Correlation	.787**	1	.675**	.631**	.583**	.657**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	199	199	199	199	199	199
Communication	Pearson Correlation	.524**	.675**	1	.507**	.393**	.602**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	199	199	199	199	199	199
Commitment	Pearson Correlation	.670**	.631**	.507**	1	.259**	.717**

	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	199	199	199	199	199	199
Conflict handling	Pearson Correlation	.822**	.583**	.393**	.259**	1	.325**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	199	199	199	199	199	199
Trust	Pearson Correlation	.606**	.657**	.602**	.717**	.325**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	199	199	199	199	199	199
**. Correlation is significant at the 0.01 level (2-tailed).							

Table 4. 6: Pearson Correlation and Decision

Sr#	Relationship	Pearson Correlation	Decision
1	Customer Acquisition* Customer Retention	.787**	Strong
2	Communication*Customer Retention	.524**	Week
3	Commitment* Customer Retention	.821**	Strong
4	Conflict handling* Customer Retention	.670**	Medium
5	Trust* Customer Retention	.822**	Strong
6	Communication* Customer Acquisition	.675**	Medium
7	Commitment* Customer Acquisition	.631**	Medium
8	Conflict handling* Customer Acquisition	.583**	Week
9	Trust* Customer Acquisition	.657**	Medium

The above table shows the correlation among the variable

4.6.Regression Analysis for Model 1:

In order to ensure that the data can be analyzed by multiple regressions, part of the process must first be used before multiple regressions. We used multiple regressions with below four assumptions (Poole, & O'Farrell, 1971; Osborne, & Waters, 2002; Williams, Grajales, & Kurkiewicz, 2013).

"A linear relationship formed between (a) the dependent variable (customer retention & customer acquisition) and each of the independent variables (customer relationship marketing) and (b) the dependent and the independent variables." In order to test these linear hypotheses with SPSS statistics, scatter plots and partial regression plots is constructed. We observed that these regressions were fitfully plotted. The scatter plots for dispersion and partial correlation are linear. Multiple regression are done.

The best fit line revealed a parametric assumption where variances remained the same to those on the best fit line.

Multicollinearity is not allowed where items are separated. This problem arises because it's difficult to interpret the independent variable and a regression model is not easy to estimate. The coefficient of variation for the dependent variable. Therefore, the data did not show multi-collinearity via a correlation coefficient inspection and VIF/tolerance values.

There are no major outlier, high leverage or influential point. Nevertheless, this describes an odd trend in the data set. In this case, a regression analysis is done.

Finally, the remaining errors are verified. This improved model corresponded to normality. For the verification of the declaration, histogram and standard P-P plot are used.

In a separate phased study of customer retention (y) the marketing variables for customer relations were performed (x). 0,10 was used to measure the strength of the association between independent and dependent variables. To test the hypotheses, the relationship between consumer retention and customer relationship marketing variables has been tested by a multiple regression analysis. The results in the regression analysis below the table decide how the regression model is advantageous and suited. Below table show the final finding of this study:

Table 4. 7: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.949[a]	.901	.899	.25521	1.627
a. Predictors: (Constant), Trust, Conflict handling, Communication, Commitment					
b. Dependent Variable: Customer Retention					

Table 4.7 displays the model description explaining the marketing considerations for customer relations in conjunction with customer retention. A multiple correlation coefficient can be used as the customer retention prediction norm (R). In the study sample the value indicates a high degree of prediction (R=0.949). The resolution coefficient (R^2) (DV) also displays the variance ratio (IV). According to Anova's table, the value of (R^2 = 0.901) indicates that the marketing factors of customer relations (communication, engagement, conflict management and trust) reflect the percentage of variance in customer retention. The model for many regressions is considered satisfactory. This means that. The following table shows Durbin Watson's statistical

data (DW). This is an autocorrelation test in the residues per linear regression analysis. Durbin-figures Watson's usually differ between 0 and 4 (Hill, & Flack, 1987). A 2.0 value does not imply autocorrelation in your study. A positive autocorrelation is seen between values between 0 and less than 2 and a negative autocorrelation between values between 2 and 4. The above table reveals a positive autonomy of 1.627.

Table 4. 8: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.106	4	28.777	441.821	.000[b]
	Residual	12.636	194	.065		
	Total	127.742	198			
a. Dependent Variable: Customer Retention						
b. Predictors: (Constant), Trust, Conflict handling, Communication, Commitment						

The AN OVA model test identifies customer satisfaction according to trust, dispute management, communication and interaction in accordance with Table 4.8. ANOVA says about the overall health of the model. Model F statistics are 441.821 and are good and in the table of coefficients the column Sig shows what variables are relevant.

Table 4. 9: Coefficients[a]

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B

		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.486	.063		7.669	.000	.361	.611
	Communication	-.015	.026	-.017	-.578	.054	-.067	.036
	Commitment	.327	.024	.450	13.77	.000	.280	.374
	Conflict_handling	.470	.017	.689	27.84	.000	.437	.503
	Trust	.061	.031	.070	1.967	.051	.000	.123
a. Dependent Variable: Customer_Retention								

The findings of the CRM model discussed by the customer retention are illustrated in Table 4.9. All variables have a positive and substantive relationship in this regard. All research questions have in general been addressed, as discussed above. H1 to H4 that confirmed the impact on consumer trust, conflict handling, Communication, Commitment.

4.7.Regression Analysis for Model 2:

Customer relationship marketing considerations in Model 2 Customer Acquisition (y) (x). 0.05 was used to measure the strength of the association between independent and dependent variables. In order to evaluate the hypotheses, the consumer acquisition relationship with the customer relationship marketing variables was analyzed using several reversal analysis. The results in the regression analysis below the table decide how the regression model is advantageous and suited (Meuleman, Loosveldt, & Emonds, 2015).

Table 4. 10: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.827[a]	.683	.677	.40407	1.936
a. Predictors: (Constant), Trust, Conflict handling, Communication, Commitment					
b. Dependent Variable: Customer Acquisition					

The model description explaining the marketing variables of customer relation according to customer acquisition is shown as shown in Table 4.10. By multiple correlation coefficients, the customer acquisition norm can be determined (R). The research sample indicates a high degree of prediction (R=0.827). The resolution coefficient (R2) (DV) also displays the variance ratio (IV). The value of (R1 = 0.683) indicates, as per the Anova Table, that the percentage of consumer acquisition variance is accounted for through the marketing relationship factors (communication, engagement, conflict management and confidence. The model for many regressions is considered satisfactory. This means that. The following table shows Durbin Watson's statistical data (DW). The above table reveals a positive autonomy of 1.627.

Table 4. 11: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.306	4	17.077	104.592	.000[b]
	Residual	31.674	194	.163		
	Total	99.981	198			
a. Dependent Variable: Customer Acquisition						
b. Predictors: (Constant), Trust, Conflict handling, Communication, Commitment						

The AN OVA model test, as outlined in Table 4.11, describes the customer acquisition in conformity with trust, conflict management, communication and engagement. ANOVA says about the overall health of the model. The models' F-statistics are 104.592 and this is very fine, and the Sig column in the Coefficients table indicates which important variables are.

Table 4. 12: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.624	.100		6.220	.000	.426	.822

	Communication	.236	.041	.302	5.718	.000	.155	.318
	Commitment	.170	.038	.264	4.513	.000	.095	.244
	Conflict handling	.204	.027	.338	7.641	.000	.151	.257
	Trust	.137	.049	.176	2.772	.006	.039	.234
a. Dependent Variable: Customer Acquisition								

The results of the model in which the consumer acquisition is tackled are illustrated in Table 4.12. All variables have a positive and substantive relationship in this regard. All research questions have in general been addressed, as discussed above. H5 to H8 to check the impact on Customer Acquisition by Trust, Conflict handling, Communication, Commitment.

5. DISCUSION AND CONCLUSION

5.1.Introduction

The study also examined the degree to which consumer retention is affected by relationship marketing in the Turkish cosmetics field. This chapter addressed a review of the report, the conclusions and the study recommendations and further research recommendations.

5.2.Findings of the study

In order to determine which marketing strategies have contributed to the Cosmetic industry's continued growth and retention of its consumers, past and present, even in times of difficult business, the thesis analyzed how different marketing strategies used by the industry have impacted consumers' perceptions of viability in it. To this end, this study has analyzed consumer relationships which have affected the acquisition and retention of customers in the use and purchase of cosmetic products, as well as marketing practices that have facilitated the contact between cosmetic brand and its customers. The findings show that businesses are greatly affected by their customers and build a more efficient business by working with their customers on specific products and services. Companies should establish the advantages over other companies that will protect the interests of customers. Healthy customer communication makes sure customers engage in a conversation about their problems right away. Companies should assist in the creation of goods and services that meet customers' needs, allowing the customers to provide input on the selection of those products and services. Companies must have a service turn-around program that aligns to the customer collective; in order for the company to do so, it must develop a turn-around program that mirrors the corporate marketing strategies and business areas.

This research indicates that customer relationship marketing, such as in companies like Hilton, has a major influence on customer retention and customer acquisition. The company's consumer relationship management (CRM) becomes more dependable as a means to keep the company. The increase in satisfaction would encourage the customer to come back to buy more products from the business, raising its profits and encouraging the organization to keep working on new products. This adds another loyal customer for the Corporation. In order to ensure its competitiveness in the Turkish cosmetics market, the management of any cosmetics manufacturing plant is required, not only to take the findings of this study into consideration, but also to act within the set scope of the study and identify its customers' needs in delivery of quality services by gaining an understanding of this consumer loyalty.

The broad range of literature on relationship marketing also indicates that in all situations such a relationship approach is ideal for consumers. This study reported that calculating the "underpinnings" of RM is capable at least in the Turkish cosmetic sector of predicting customer trust. Academics and professionals who pursue customer service should also concentrate on trust, commitment, communication and conflict handling issues. Conclusions suggest that different actions involve different commitments. This proposes tailor-made marketing campaigns. Passive loyalty leads to loyalty through some sort of undertaking.

On the other hand, affective involvement results in successful loyalty. These findings are similar to the results of (Meyer, Allen, & Smith, 1993). Our findings show that, in order to maximize customer engagement, cosmetic marketers must ensure consumers about the safety of the products. The social characteristics of corporate relations not only strengthen relationships, but also increase company engagement (Goodwin & Gremler, 1996). We found that contact affected the loyalty of customers backed by previous studies (Dwyer et al., 1987; Hennig-Thurau et al.,

2002). One important finding of this study is that in the cosmetic sector in Turkey, loyalty is not defined as much by confidence than expected and much more by contact. With few variations in basic communication ways, contact can be a key instrument for differentiating. Useful, reliable and tailored knowledge and advice significantly improves satisfaction, confidence and loyalty. Trust is a crucial component of strengthening and sustaining current relationships. (Morgan & hunt, 1994) states that relationship commitment and confidence are a requirement for success in marketing relationships, and this commitment and trust contributes to cooperation. In comparison, failure to participate in relationships will lead to an increase in customer turnover and functional conflict due to lack of confidence.

Moving to partnership marketing will involve different types of changes in old arrangements and thinking. There is a need for substantial internal marketing (Voima, 2000; Ballantyne, 1997;George, 1990; Gro¨nroos, 2000). Conflict is either crippling or positive. If circumstances address disputes before they occur, or settle them unbiased, then they lead to loyalty. Often because of communication gaps that further damage trust, results are similar with previous research (Tang & Kirkbride, 1986). Finally, banks should carefully focus on the negative effects of communication, may damage interaction and design communication so that communication seems to be as straight, real, open and true.

5.3.Conclusion

The study looked at how firms communicate with customers in a cosmetic business sector and found that the communication method of the cosmetic brands, customer service employees can have an effect on the customer's total knowledge of, and loyalty towards the brand as well as the customer's perceptions of it. As soon as the employees found out about it, they informed the new

advanced products and provided prompt customer service. In the absence of effective communication, employees did not have to concern themselves with keeping customers happy.

On trust, the study had the following conclusions: The study concluded that trust was a determinant of customer retention in the cosmetic industry. The level of trust between customers and employees was a high one. The company and their customers trusted one another, so all comments and information were kept confidential. The customer's revealed high degree of trust towards the employees thus they were retained even after serving them.

In addition, the paper discusses Turkish cosmetic' marketing partnership approaches and investigates whether they contribute to the satisfaction and growth of the cosmetic industry.

Thus increasing trust. The customer segment that is attractive and profitable is small but important to the cosmetic sector. This sector therefore paid special attention to the needs and preferences of these customers.

The definition is now altered and reversed, said in a survey by a manager who was respondent, that cosmetic brands are now responsible for preserving and establishing relationships with their customers because of customer-oriented policy, although this was up to the customer previously. For the sake of potential interactions, because of constant engagement with consumers and advanced information of cosmetics, information about them can now be processed. It is also important to discuss that successful clients want to be aware of their value to the cosmetic brand and that they do not compromise on anything less than excellent service.

5.4.The recommendations of this study.

Of the Communications study, the following recommendations were suggested:

1) As an update, they should upgrade their services so as to serve their customers by use of latest editions of their services.
2) The online distributors of cosmetics will be obliged to respond to their customer's complaints as timely and promptly as possible.

On the basis of the study, the following recommendations were reached: To build customer trust, there is a need to improve the trust levels between the customers and the employee

1) There are two ways to increase mutual trust between the employer and employees: by demonstrating honesty and hospitality, and by showing the employees some level of transparency.
2) The benefits of an inviting social environment for customers and employees by showing and thanking them publicly.

5.5.Recommendation for further Study

Once it is done my further examinations will be a few recommendations, so please follow them. Some European tobacco customers have found that cosmetics delivered from Turkey contain nicotine. As with the past, I have thought about this reality; due to that I will be able to collect information about products and consumers from different classes and countries in the near future. The product and the service when integrated could be much more effective or provide a good experience. Based on the results of this study, future inquiry can be carried out on other factors

as well, including the moderating influence of age, sexual orientation, job statuses, how much a person is being paid, and how much money you are retaining.

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APPENDIX A

SECTION A:

PERSONAL INFORMATION

Gender: Male [ ] Female [ ]

Age: 20-29 [ ] 30-39 [ ] 40-49 [ ] Above 60 [ ]

Educational level: Graduate, Master, M. Phil and PHD

Department

Specify ……..

Level or Position held

Specify ……

Customer Relationship Marketing

Sr #	**Communication**					
1	Providing timely and trustworthy information	**SD**	**D**	**N**	**A**	**SA**
2	Providing information if problem occurs					
	Commitment					
3	Offering personalize services					
4	Flexibility in serving customer needs					
	Conflict handling					
5	Avoiding potential conflicts,					
6	Solving conflicts before it manifest, and					
7	Openly discussing problems.					
	Trust					
8	Concern for security					
9	Reliable in words and promises,					
10	Fulfilling obligation to customer					

Customer's Retention

Sr #	**My organization retains its customers by**					
1	Building customer relationships	**SD**	**D**	**N**	**A**	**SA**
2	Product Uniqueness Branding strategies					
3	Timely response to customer complaints					
4	Providing reliable services to customers					
5	Providing quality services					
	To what extent do you believe that your company's retention strategies have made an impact on the following;					
6	Sales volume for the past year.					
7	Increased market share for the past year.					

8	Demand of products and services for the past year					
9	Positive corporate image for the past year.					

Customer Acquisition

Sr #						
1	Company uses any basic information about the customers in order to attract them.	**SD**	**D**	**N**	**A**	**SA**
2	Company utilizes different tools to attract the customers					
3	Selecting a new customer is considered an important part of attraction					
4	The quality of data existing has an impact on the attracted customer					
5	Customer Knowledge Capture is essential to test the reliability and correctness of Customer knowledge for further processing					
6	Customer Knowledge Capture helps in understanding how to capture the knowledge needed					
7	Customer Knowledge Capture needs to determine the source of Customer knowledge					
8	Company must employ advertising for acquiring new customers					