
关系营销与监视顾客忠诚研究

摘 要

关系营销是一种相对新颖的营销理念，符合当今社会日新月异、竞争愈加激烈、利润逐渐变得微利的社会环境。通过对国内外相关文献的阅读，本文认为关系营销理论的重点是理顺企业与上述个体或团体之间的关系，并将消费者作为重中之重放在主要的位置，尽量满足消费者的要求，进而获得粘性较强（忠诚度较高）的消费者，这也正契合了顾客忠诚理论的核心要求，因此，本文将关系营销理论与顾客忠诚理论进行联合，实现理论的策略组合研究。

本文分别从理论研究和个案分析两个角度进行了较为深入的研究，基于国内外相关研究成果，以关系营销为框架，将顾客忠诚度的提升作为目的和核心，构建了提升企业营销能力的对策。在此基础上，借助对 Y 食品公司的调研数据，制定出较为系统和详细的企业关系营销下的顾客忠诚度提升策略，为 Y 企业营销能力的提升提供可能。

关键词：关系营销；顾客忠诚；策略

ABSTRACT

Relationship marketing is a relatively new marketing concept, which is in line with today's social environment where society is changing day by day, competition is becoming more intense, and profits are gradually becoming meager. Through reading relevant domestic and foreign literature, this article believes that the focus of relationship marketing theory is to straighten out the relationship between enterprises and the above-mentioned individuals or groups, and put consumers as the top priority in the main position, and try to satisfy consumers. Therefore, this paper combines relationship marketing theory and customer loyalty theory to realize the research of theoretical strategy combination.

This paper conducts in-depth research from two perspectives of theoretical research and case analysis. Based on relevant research results at home and abroad, with relationship marketing as the framework, the improvement of customer loyalty is the goal and core, and countermeasures to improve the marketing capabilities of enterprises. On this basis, with the help of the research data of Y Food Company, a more systematic and detailed customer loyalty improvement strategy under corporate relationship marketing is formulated, which provides the possibility for the improvement of Y company's marketing capabilities.

Keywords: Relationship marketing; customer loyalty; strategy

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