The Role of Consumer Happiness in Relationship Marketing

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Abstract

Relationship marketing is defined as the identification, establishment, maintenance, enhancement, modification, and termination of relationship with customer to create value for customer and profit for organization by series of relation exchange that have both a history and a future. Consumer happiness is the important area of research for marketers as happy consumer is the satisfied consumer of a company which generates significant revenue for the company and retention of consumer. Thus the success of relationship marketing strategies concerned with the effects on consumer’s expectation.

Keywords: Enhancement, Retention of Consumer, Marketing Strategies.

1. Introduction

All over the world various researches has conducted many work on customer loyalty and its impact on sale and profitability of the firm. But a question arise when a consumer become loyal? There is a variable that lies before the customer loyalty that is consumer happiness. Consumer happiness is the feeling of a consumer when a consumer expressing joy. This can be done by direct marketing and Relationship marketing is a form of marketing that evolved from direct response marketing, it places emphasis on building longer-term relationships with customers rather than on individual transactions. Relationship marketing involves an understanding of customers’ needs and wants through their lifecycle and providing a range of products or services accordingly. In the weekly markets or haats, different groups of buyers used to patronize sellers they trusted. Relationships were thus formed, trust and loyalty
being the foundations used to last for several generations. Relationships marketing, therefore, is not an altogether new concept and has its roots in the socio-commercial interaction that prevailed in the pre-industrial era. Relationship Marketing is a marketing strategy whose objective is to establish and maintain a profitable, long-term relationship with a customer, which goes beyond the initial contact, which can be made if consumer is satisfied.

2. Antecedents of Consumer Happiness:

2.1 Rationality
According to Mufti, Khan and Zaheer (2011) that rational factors are the realistic factors like price, quality, saving and services etc. which can contribute toward the consumer motivation. Consumer motivation for happiness is dependent the rational factors related to the product. The consumer happiness is dependent upon the rational factors for the reason that obtains the product of their choice with real aspect of the product or services.

1.2 Emotions
In study of Mufti, Khan and Zaheer (2011) they describe in their study that the word emotion has been derived from the French word ‘emouvoir’ that means “to move or to touch”. Main focus of his research is pivoted around human emotions and its affective state of consciousness in which joy, sorrow, fear, love, feelings for children, and concerns about family are experienced. Consumer happiness has a direct relation with the emotions. Good or bad emotions can make consumer happy or sad depending upon situation.

3. Customer Value
Kotler and Keller (2009) describe that customer value is the difference between benefits a customer gain and the cost a consumer pay in order to get a particular product. They classify that there are four types of cost and four types of benefits that a consumer has better value. According to Mufti, Khan and Zaheer (2011) brand equity of the firm is also affected if the clear differentiation is not made between two brands of the company. The four benefits are Product, service, image and personal benefits. While the four cost are price the monetary cost, time, energy and psychic cost also known the non-monetary cost of a firm.

4. Situation
Happiness of a person depends upon situation. Each and every situation brings new circumstances with itself (Vesel and Zabkar 2009). Each and every situation has its own characteristics in itself and those factors can make persons happy or sad depending the influence of that situation (Donald 1998).
5. Culture
Culture is the combination of beliefs, values and customs. Offering a product according to the culture of consumers can make happy consumers. The study of (Crotts and Erdmann 2000) represents that culture is the most important factor in consumer dealing. Culture also include language, tastes patrons of living etc. culture become even more crucial in international trade for the consumer happiness (Kogut and Singh 1988)

6. Relationship Marketing and consumer happiness
The study of Shaker, Ismail and Alsadi (2010) describe that relationship is the social process in which people interact with each other. This interaction based on different aspects of life. The interaction may be bases on blood, social pressure, feelings or emotion or due to rational factors. Companies use relationship marketing as a tool for the reason to retain customers for longer time (Lin & Wu 2011). The societal marketing concept and customer relationship marketing is develop for the reason to establish good relations with the consumers (Hauser, Simester&Wernerfelt 1994). According to Kotler and Keller (2009) customer relationship marketing is the process of attracting, building and retaining customers. Good relation play important role in happiness. Consumer happiness is strongly dependent relationship marketing (Cherrier and Munoz (2007).Consumer happiness is a summary variable of the important experiences in consumption, and thus integrates satisfaction and regret with positive and negative affective experiences.

7. High-Variety Strategies in Relationship Marketing for Customer Happiness
Barbara Kahn (1998) proposes that high-variety strategies in marketing can increase the competitiveness of firms by better-meeting customers' needs over time. The article presents an excellent overview of marketing strategies and their impacts. The author suggests that when firms adopt high-variety strategies, they fulfill two distinct goals. First, more variety makes it more likely for consumers to find exactly the option they were looking for (customization strategy). Further it allows consumers to enjoy variety over time (variety-seeking strategy). The basis for suggesting high-variety strategies is reasonable: firms need to develop long-term relationships with their customers, and instrumental in achieving that goal is learning customers’ preferences and continually meeting their needs over time.

8. Conclusions: the Role of Marketing
RelationshipMarketing does seem to create some instances of unpleasant choices and unhappiness with decisions. However, several moderating factors can influence the
undesirable effects. Thus, a positive role for relationship marketing is to make sure that strategies do not lead to undesirable effects that can engender negative experiences. Relationship marketing strategies (especially high-variety strategies) should be especially concerned with the effects on consumers’ expectations. Advertisers should be concerned that their message does not lead the consumer to hold unreasonable expectations about the advertised product. In addition, marketers should continue to offer information for consumers so that they can gain some expertise with the category. It is marketing’s role, we believe, to educate consumers and provide the necessary information for people to make appropriate choices within a category. The company are now emphasizing on even more on customer. Today’s firms need to understand the realistic and emotions of consumers, their culture and provide maximum customer value along with relationship marketing according to the situations. Thus Consumers don’t want to be “satisfied,” they want to be happy.

References


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