

GHANA INSTITUTE OF JOURNALISM



**ASSESSING THE INFLUENCE OF RELATIONSHIP MARKETING AND
COMMUNICATION ON CUSTOMER LOYALTY.**

BY

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Candidates' declaration

We hereby declare that this dissertation is the result of our original research, and that no part of it has been presented for another (degree or diploma) in this institute or elsewhere.

We are solely responsible for any shortcomings.

Michelle Darko (MAPR20130)

Signature

Date.

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Supervisor’s Declaration

I hereby declare that the preparation of this dissertation was supervised by me in accordance with the guidelines of supervision of dissertation laid down by Ghana Institute of Journalism.

Signature.....

Date.....

Supervisor: Dr.Ebo Afful

Dedication

I dedicate this dissertation to God Almighty, and to the Ghana Institute of Journalism.

Acknowledgement

We want to recognize everyone who has played a variety of roles in making this research a success. First-of-all, we thank the All-Powerful God for guiding us and providing us the strength to complete our research within the time specified.

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Abstract

The study assessed the influence of relationship marketing on customer loyalty with Promasidor Ghana Limited used as its case. Through a quantitative data analysis of the responses of eighty (80) respondents, the study proved that, the influence of relationship marketing and communication on customer loyalty and organizational productivity is as a result of the fact that, customers' are satisfied with Promasidor Ghana products, customers are provided with stellar customer service and customers have a good relationship with Promasidor Ghana limited. In line with the study objective of assessing the influence of relationship marketing on consumer loyalty, the study suggests that, further studies must be conducted on the elements of relationship marketing and their impact on organisational performance.

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter will highlight on the background of the study, objectives of the study, purpose of the study, the research methodology, the scope and limitations of the study and finally the organization of the study.

1.2 Background of the study

It is undeniable that the consumer is the only source of current earnings and future development for the company. Additionally, building long-term client relationships is at the core of any organization (Keller and Kotler, 2012). Customers are at the heart of all marketing operations conducted across the globe. Without consumers, success and, therefore, profit are not out of the question. Furthermore, businesses spend millions of dollars to recruit clients and keep them as long-term customers. Because of the fierce competition and rising internationalization of the financial markets, establishing and maintaining client loyalty has become a vital strategy for most organisations. In order to compete effectively as an organisation, the organisation must create strong ties with its consumers (Zhang, 2009).

According to Clow and Kurtz (2003), the profitability of an organisation is directly tied to the retention of its customers. They further said that client defection costs businesses millions of dollars in lost revenue each year. In addition to the income lost, defectors are known to propagate poor word of mouth communication, which may lead to other consumers making a decision to shop elsewhere. The longer an organisation is able to

keep a client, the larger the income and expense savings the organisation will get from that customer. Customer loyalty is a key component in determining an organization's earnings and profits since it encourages repeat business. When opposed to non-loyal consumers, loyal customers are more likely to maintain a solid connection with a firm. Through favorable word-of-mouth advertising, client loyalty may lead to a rise in a company's revenue, a decrease in customer defection rates, and the development of new business (Zeithaml and Bitner, 2003). Finally, it is important to remember that assets are not only mainly recorded on the balance sheet, but they are also tied to the fact that clients have been successfully kept by an organisation.

Recently, there has been a shift in the emphasis of marketing away from customer acquisition and toward client retention. If the firm intends to gain from customer retention, it is reasonable to expect that consumers will likewise benefit from their continued devotion to the company (Mudie and Pirrie, 2006). In order to attain all of the above-mentioned customer loyalty objectives, businesses developed a new technique called as relationship marketing (Mudie et al, 2006). Relationship marketing (RM) has been characterized in a variety of ways by various writers.

To touch a few, Morgan and Hunt (1994), conceptualized relationship marketing as, all marketing activities directed toward establishing, developing, and maintaining successful relational exchanges. On the other hand, Mudie et al, (2006), defined relationship marketing as a philosophy of doing business, strategic orientation that focuses on keeping and improving current customers rather than acquiring new customers. This concept involves the intentional activity of a specific firm to place more emphasis on establishing relationships with current customers rather than gaining new consumers. However, this

does not imply that a firm that employs a relationship marketing approach is not interested in acquiring new clients or consumers. The first appearance of this new marketing philosophy concept in marketing literature was in 1983 (Parvatiyar and Sheth, 2000). Many scholars were interested in relationship marketing when it was first proposed by Berry in 1983 and then developed further. However, the sector is still increasing in terms of attention and understanding, both of which might help to the development of relationships. Beginners may mistakenly believe that it is solely about retention marketing. However, it is far from becoming a retention marketing strategy (Mudie et al, 2006).

Businesses that are well-managed put forth significant effort to establish connections with attractive consumers and to increase the amount of business that they transact. There have been many studies conducted that have shown the value of relationship marketing over conventional or transactional marketing. This is due to the fact that it may cost a company five-to-six times as much to acquire a new client as it does to maintain an existing one. Furthermore, conventional knowledge holds that long-term clients have the best and highest-paying connections with businesses (Palmatier, 2008). There have been various debate studies conducted on the new paradigm, and there is still no philosophically agreed-upon definition and boundaries for relationship marketing (Parvatiyar et al, 2000). The conventional marketing strategy promotes the marketing mix principles, the pursuit of market share supremacy via mass marketing strategies, and a strong emphasis on new customer acquisition, among other things. Managers have used this strategy to assist them through the implementation of their marketing plans for decades. Several research have created the concepts of trust, commitment, and conflict resolution, and a few studies have

also elevated the concepts of empathy and thankfulness as foundational elements of relationship marketing (Anabila et al., 2012; Ndubisi, 2005; Ndubisi and Madu, 2009; Parvatiyar and Sheth, 2000; Morgan and Hunt, 1994; Kaur et al., 2012).

1.3 Statement of the Problem

Many experts believe that cultivating loyal consumers is the single most essential factor influencing long-term financial success of businesses. This may result in greater sales and market share, reduced expenses and higher pricing. The ability to convert indifferent consumers into loyal ones, as well as the ability to develop a long-term connection with clients, is crucial for organizational success (Bhardwaj, 2007). Customer loyalty, according to Eisingerich and Bell (2007), emerges as the major, substantial, and direct indicator of repurchase intention in a sample of 2,000 consumers. Their research also suggests that while managing client relationships, financial institutions should assess the relative usefulness of individual relationship building tactics in terms of encouraging consumer loyalty, according to their findings. Several researchers, including Onut et al. (2006), have concluded that organisations and other service providers recognize the importance of customer relationship marketing (CRM) and its potential to assist in the acquisition of new customers, retention of existing customers, and maximization of the lifetime value of customers. According to Berry (1995), DeWulf et al. (2001), and Winer (2001), marketing emphasis has gradually but firmly migrated away from mutually independent transactions toward customer loyalty-based recurrent purchases and cross-sell prospects. The study explores the influence of relationship marketing on customer loyalty. A vital cog in this study is that, it is focused on an important industry area, which is the manufacturing sector, as the sector is one of the most important sectors in Ghana.

The study focuses on Promasidor Ghana Limited, a beverage manufacturing company in the heavy industrial area, North Kaneshie.

1.4 Objectives of the study

- To investigate the principles of relationship marketing and customer loyalty.
- To explore the benefits of relationship marketing.
- To assess the influence of relationship marketing on customer loyalty.

1.5 Research questions

- What is the influence of relationship marketing on customer loyalty?
- What are the principles of relationship marketing and customer loyalty?
- What are the benefits of relationship marketing?

1.6 Significance of the study

The study will be useful in theory formulation in the area of relationship marketing influence on customer loyalty. The study will also help serve Promasidor Ghana limited to continue to improve and develop creative marketing and relationship management policies that will help in improving the overall performance of the company. And finally, the study will add to the stock of knowledge available in marketing communications and its contribution to the overall development of human resource in Ghana. Finally, it will serve as a guide for further research in the area of relationship marketing and customer loyalty.

1.7 Scope and limitation of the study

The scope of the study is limited to staff of Promadisor Ghana Limited. The reason for the scope is to make sure that the focus for the research is maintained. Difficulty in obtaining relevant information, time and financial constraints are some limitations anticipated for the study.

1.8 Organisation of the study

Section One would contain a general introduction, background statement, problem statement, research objectives, research questions, the significance of the study and scope of the study.

Section Two would comprise of the literature review and detailed study of the theoretical framework.

Section Three would include, methodology, which comprises of the introduction of the method, research design, population and sample and the collection of the data instrument.

Section Four would cover the data analysis and findings that will come up at the end of the data collection.

Section Five would be made up of the discussions, conclusions, limitations, recommendations, reference, and questionnaire.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter examines associated literature and other sources of information relevant to this research, including the theories that serve as the study's framework, as well as the operational terminology and ideas that are used.

2.2 Conceptual framework

2.2.1 The concept of relationship marketing

First and foremost, notwithstanding the lack of consensus on a standard definition of the term, it is worthwhile to define relationship marketing. Relationship marketing is defined by many writers from various academic or practical viewpoints. "Relationship Marketing is a philosophy of conducting business, strategic orientation that focuses on retaining and enhancing existing customers rather than recruiting new consumers," according to Mudie et al. (2006). Relationship marketing, according to Clark et al. (1995), is "the business of recruiting and developing long-term customer relationships." Relationship marketing, according to Grönroos (1990, p.138), is "to create, maintain, and improve connections with consumers and other partners, at a profit, such that the parties' goals are fulfilled." Relationship marketing is defined as "all marketing efforts aimed at building, developing, and sustaining effective relationship exchanges" (Mishra & Liy, 2008). Relationship marketing, according to Kotler and Armstrong (1999, p.550), is "building, maintaining, and strengthening good connections with consumers and other stakeholders."

Most definitions of relationship marketing stress a longer-term view, emphasizing client retention rather than acquisition. Relationship marketing is defined as the process of finding, creating, maintaining, improving, and, when required, terminating client connections in order to achieve the goals of both sides (Rashid, 2003). The idea of relational exchange is central to the concept of relationship marketing. It's linked to businesses' efforts to build long-term lucrative client connections. Relationship marketing refers to all marketing efforts aimed at creating, developing, and sustaining effective exchanges, according to Morgan and Hunt (1994, P.22). Customer relationship marketing is defined by Gamble, Stone, and Woodcock (1999) as "an enterprise-wide commitment to identify your identified individual customers and build a connection between your business and these consumers so long as this relationship is mutually beneficial."

2.2.2 Development of relationship marketing

It takes a long time to develop and build a conceptual framework for understanding and analysis of relationship marketing. Marketing has always been more concerned with customer acquisition than with consumer maintenance. Traditional marketing methods do not encapsulate the essence of ongoing or relationship engagement. The needs and expectations of consumers have changed throughout time. Organisation's aim is to take account of taking account of various customers and their needs of distinguishing and customer-based marketing to get a competitive advantage. Interactive marketing, which concentrates only on the selling of a product and doesn't try to recruit new customers, is focused on developing long term customer contacts. The concept of marketing relations was established as a feasible method for customer relationships to be attracted, maintained and improved (Roberts et al., 2003). According to Sheth and Parvatiyar (2000), in the

1980s, relationship marketing emerged as an alternative to the prevailing marketing perspectives because many interactions were of a relational character, particularly in the service sector. They believe that marketing moved in the first half of the 1990s from transaction marketing to relationship marketing. Concerned parties (sellers and buyers) had a better knowledge and respect of the demands and limits of each other, and moves their behavior towards cooperation and closer relationships.

2.2.3 Customer loyalty

In a normal firm, customer desertion occurs at a rate of 10–30% each year, implying that the company must continually acquire new consumers to retain its client base. Customer retention and long-term profitability seem to have a constant connection, according to the evidence. Companies that succeed in keeping their current clients are the most successful. (Ross B. and colleagues, 2008, p. 151) Oliver (1999) defines customer loyalty as "a strongly held commitment to repurchase or patronize a preferred product or service in the future, notwithstanding the possibility for situational impact and marketing attempts to induce switching behavior" (Yim et al.,2008). Customer loyalty is concerned with a customer's repeated purchasing behavior as a result of a marketer's actions (Hennig-Thurau et al., 2002). It's the consequence of having had previous good encounters with someone and having that person return to you many times as a result of those experiences (Ghavami & Olyaei, 2006). Customers will have a brief connection with a business if they get bad service and the corporation ignores their needs. The single most significant driver of an organization's long-term financial success is often claimed to be cultivating loyal consumers, which may lead to greater sales and customer share, reduced expenses, and higher pricing (Alrubaiee & Al-Nazer, 2010).

Customers that are loyal to you benefits a company in a variety of ways. Low purchase costs that are one-time and non-recurring. The longer a client stays with a company, the more likely they are to spend more on upgraded goods or services. Customers that are pleased with your service will refer you to others. Customers who are happy with the service may be willing to pay a higher price for the added value. Many companies have clearly determined that taking deliberate action to move consumers along the spectrum or towards the relational end of the spectrum is desirable in order to solidify customer loyalty and enhance long-term profitability. Relationship marketing tactics may be a reaction to the nature of the transaction or an effort to enhance the relational component of the transaction in order to gain a competitive advantage (Ross et al., 2008).

2.2.4 Benefits of relationship marketing

Customer Relationship Management (CRM) is a crucial idea in the corporate world. It has become one of the most frequently recommended remedies for many sectors' declining market share and sluggish development. Customer Relationship Management (CRM) is a marketing concept that prioritizes the customer in all company processes, activities, and cultures in order to increase customer happiness and profitability. Companies may profit from customer relationship marketing in a variety of ways. According to Agarwal (2009), relationship-based marketing offers the following advantages: (a) Customers of retail banks prefer to accumulate additional items from the wide variety of financial products and services offered over time. (b) Customers that have been with you for a long time are more likely to become a referral source. The longer a client has a connection with a bank, the more it can understand the customer's requirements and preferences, and therefore the larger the potential to customize goods and services and cross-sell the product/service

range. Long-term customers are more at ease with the service, the organization, the techniques, and the processes. This lowers operational expenses as well as costs associated with customer mistake. Buttler (1996) put it this way: From a business standpoint, relationship marketing provides two economic benefits. It costs more to acquire a new client than it does to keep an existing one. The more time a business and a client have been associated, the more lucrative the connection is for the company. Also, since “ongoing connections may have a direct effect on financial outgoings by helping to decrease transaction costs associated with recurrent ordering,” (Marshall et al, 1979) demonstrate, relationship marketing may assist increase profitability. Relationship marketing provides value to a product or service bundle, creating or improving competitive advantage. As a consequence, a customer premium may be paid (Crosby and Stevens, 1987). According to Christopher et al. (1991), relationship marketing may go beyond simple client loyalty and, as a result of the relationship's strengths, can turn customers into "customer champions" and serve as a valuable referral source. Because of its emphasis on customer happiness, relationship marketing has proved to be a successful way of boosting a company's sales. (Baral and Bihari, 2009).

2.2.5 Relationship marketing and customer loyalty

Customer Relationship Marketing (CRM) is founded on the idea that building a long-term relationship with customers is the key to attracting loyal customers who are significantly more lucrative than non-loyal consumers (Dowling, 2002). Relationship marketing's aim is to please the client to the point that he gets loyal to the business and is less likely to move to rivals (Baral & Bihari, 2009). As a result, loyalty motivates them to stay with the company. Customer retention increases profitability by lowering the expenses of

recruiting new consumers (Cohen et.al, 2006). Relationship marketing is defined by Peng and Wang (2006) as “all marketing efforts aimed at increasing customer loyalty (keeping and gaining consumers) by delivering value to all parties engaged in relational exchanges.” Relationship marketing, according to Zeithaml et al. (2002), is a corporate philosophy, a strategic orientation that focuses on retaining and enhancing existing clients rather than recruiting new ones. This concept believes that customers prefer to establish a long-term connection with a single company rather than hopping from one supplier to the next in their quest for the best deal. Relationship marketing has been shown to have an impact on client retention in empirical research (Bolton, et al., 2000; De Wulf et al., 2001; Verhoef, 2003). According to Lages et al (2008) findings, there is a strong connection between client loyalty and relationship marketing, as well as its determinants (Lages et al., 2008). Strong business connections generate greater profit, enhanced communication, and increased satisfaction, resulting in Loyalty (Petersen & Rajan, 1995). Relationship marketing entails forging strong bonds with consumers in order to get them to return to the business and encourage others to do the same. If businesses work to strengthen their connections with their customers, they may be rewarded with more loyal engagements.

2.3 Theoretical framework

The theoretical framework is a structure that can hold or support a theory of a research. The theoretical framework introduces and describes the theory that explains why the research under study exists (USC Libraries, 2016). For the purpose of this study, the stakeholder theory is discussed.

2.3.1 Stakeholder theory

The stakeholder theory is a capitalist concept that emphasizes the interconnected relationships that exist between an organization or company, its customers, dealers, employees, shareholders, society, and other stakeholders. A stakeholder of a partner is defined as any group or person with a stake in and influence over an organization's choices. This theory is concerned with how corporate executives and stakeholders really behave and represent their activities and responsibilities. The crucial stakeholder hypothesis examines how corporate executives should behave in order to flourish and work for their own benefit. Some works consider their personal profits to be the business's gains, which are typically aimed at maximizing profit or shareholder value. This implies that if corporate executives manage stakeholders in accordance with the stakeholder idea, the company will be more successful in the long term. When everything is said and done, the focus is on what the affiliation should be and how it should be conceived, rather than beginning with a company and looking about to see what appropriate responsibilities are available.

When a manufacturing facility generates current trash, a corporate social responsibility viewpoint attaches a direct commitment to mechanical office owners to dispose of the waste properly as an important model. An associate researcher, on the other hand, starts with people living in the encircling system who may be harmed, and begins to investigate corporate ethics by asking that they have a choice to clean air and water. As a result, they're partners in the business, and their input is required in company choices. Even if they don't have any shares, they have a moral reason to participate in the vital authority process. This is a critical point. In any case, individuals influenced by an organization's

activities theoretically progressed toward becoming something like to financial experts and owners. They have an advantage to participate in monitoring an association's activities since they are moved by its activities. Consider social events of individuals who have a classifiable connection with the affiliation as a common method for isolating the various types of accomplices. Customers, workers, the local social order, suppliers and wholesalers, and shareholders are the most important social affairs of accomplices.

The media, people when in doubt, business accessories, future ages, academics, competitors, NGOs or activists, accomplice specialists, stakeholder delegates, for example, specialist's associations or trade relationships of suppliers or vendors, financiers other than speculators (dept. holders, bondholders, banks), competitors, Government, controllers, policymakers

Every company's social duty is to maximize profits. Organizations have a single social responsibility to utilize their advantages and participate in activities designed to increase their advantages to the degree that they remain within the game's rules. The motivation for the organization to participate in open and free tests without cheating or distortion is to get an advantage.

The stakeholder's impartiality is severely limited by the gravity of the problems, as well as the weights and data frameworks available to them. As a result, imagining a complete idea of all possible mates seems to be a lie. The effect of the stakeholders is therefore determined by their perceptions and the pecking order that they establish amongst the various wants, particularly when they are at odds. They will choose and "sanction" the performers who will embody the meaning of their system in this manner. The

underpinnings of the partner hypothesis are still hazy, and it has a variety of limitations. On the one hand, it participates in a social portrayal of the affiliation subject to complete contracts, which hypothesizes that conflicts of interest may be resolved by safeguarding the development of each party's interests. Of fact, the stakeholder approach creates a distorted picture of the association's social and shared commitment. Shouldn't anything be stated about the "doltish" accomplices (fauna, greenery), as well as the third non-specialists (who and what is to come, perhaps catastrophic setbacks)? Isn't there anything to be stated about the features or interests of the too small gatherings to be addressed? Would we be able to reduce the overall enthusiasm to the sum of each social occasion including accomplice interests?

Organizations exchange memberships and pioneers have problems that must be addressed with a view to their mainly long-term goals. Then the issues are clearly defined by the components of the connection between the company and its partner, and by the extent and the weight of the many performers. The expectative behavior and intensity of the partners and the guide specialists is chosen in view of the areas of interest and hidden cost in the "win-win" methods to get a socially aware process. The representations which play a major part in the true conception of social and ecological objectives in organizational methodology, with the general public's direct or deviant impact on organizations. The financial rationale stays the primary focus and guides organisation's choices in this way. As is demonstrated by the intensity of these partners, the limitations that are included in the important administration are their wishes for partners and their weights.

2.4 Review of related works

According to Velnampy and Sivesan (2012), a research on *Customer Relationship Marketing and Customer Satisfaction in Sri Lanka* was performed by Velnampy and Sivesan. The study's primary goal is to look at the link between customer relationship marketing and customer satisfaction. The 10 factors that make up customer relationship marketing include trust, commitment, empathy, and equity. The information was gathered using a questionnaire with a seven-point Likert type summated rating scale. A total of 177 consumers from three different mobile service providers, including Airtel, Dialog, and Mobitel, were questioned. To evaluate the connection and contribution between the dependent and independent variables, correlation and regression analysis were used. Customer satisfaction and relationship marketing have a good and substantial connection, according to the findings. According to Mohammad et al. (2011), the purpose of this study was to empirically investigate the impact of relationship marketing underpinnings on customer loyalty in the banking industry (specifically, trust, commitment, communication, conflict resolution, bonding, shared values, empathy, and reciprocity). A survey was performed, with data collected through a 34-item questionnaire completed by 384 randomly chosen bank clients, and data was analyzed using multiple regression analysis. The findings showed that all of relationship marketing's pillars were closely linked to client loyalty and had a substantial impact on it. As a result, it is reasonable to conclude that marketing plans aimed at building trust, demonstrating commitment to service, communicating with customers in a timely, reliable, and proactive manner, handling conflict effectively, paying attention to shared values, improving the empathetic

and reciprocal abilities of salespeople, and developing customer loyalty can create, reinforce, and retain customer loyalty.

Seyyede et al. (2011) conducted a case study on Pasargad bank in Mazandran province to *examine the connection between relationship marketing and customer loyalty*. The study's primary goal is to improve knowledge of the impact of relationship marketing strategies in client loyalty. The sample size is calculated using the Cochran Sampling technique, with a statistical sample of 352 bank customers chosen using a simple random sampling approach. The researchers utilized 37-item questionnaires to collect data. Cronbach's Alpha was used to determine the reliability of the questionnaires. Deductive and descriptive statistical techniques are utilized to evaluate the data obtained from the questionnaires. The correlation findings indicate that trust, commitment, communication, conflict management, and competence as independent variables have a positive connection with customer loyalty as a dependent variable. As a result, customer loyalty rises as the degree of trust, dedication, communication, conflict management, and competence rises. Filip and Anghel (2009) investigated client loyalty in the Romanian retail banking industry. They said that client loyalty was bolstered by levels of trust, dedication, contentment, and the bank's attitude toward its customers.

The effect of relationship marketing approach on client loyalty was investigated in Ndubisi's (2007) research. A questionnaire was utilized in the research, which was sent to 220 bank clients in Malaysia. The effect of four major relationship marketing components on client loyalty was studied using multiple regression analysis (trust, commitment, communication and conflict handling). According to the findings, the four factors have a substantial impact on customer loyalty and may predict a large part of the variation.

2.5 Definition of terms

Relationship marketing- This is a company concept and strategic approach that focuses on retaining and enhancing existing clients rather than gaining new ones (Zeithaml & Bitner, 2003).

Trust - Trust is partners 'confidence in an exchange partner's reliability and integrity (Morgan and Hunt, 1994).

Commitment - Commitment is an enduring desire to maintain a valued relationship (Morgan and Hunt, 1994).

Conflict - Conflict is the overall level of disagreement between exchange partners (Palmatier, 2008).

Communication - Communication is the amount, frequency, and quality of information shared between exchange parties (Palmatier, 2008).

Gratitude - Gratitude is the emotional appreciation for benefits received, accompanied by a desire to reciprocate (Palmatier et.al, 2009).

Customer loyalty - Customer loyalty is a buyer 's overall attachment or deep commitment to a product, service, brand, or organization (Oliver, 1999).

2.6 Conclusion

To conclude, the study reviewed related literature to the study. The study also explored the stakeholder theory as part of the theoretical framework for the study. Concepts on relationship marketing, customer loyalty, relationship marketing benefits and the development of relationship marketing were all highlighted under conceptual framework by the study.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents the framework that guided the execution of the research. The chapter will focus on the research design, the study population, the sample size, the sampling procedure, the data collection instrument and procedure, as well as the data analysis.

3.2 Research design

Burns and Grove (2013, p. 195) posit that a research design is a “blueprint for performing a study with maximal control over elements that may affect the validity of the findings.” A study’s design, therefore is a “plan that defines how, when, and where data will be gathered and analysed” (Parahoo, 2017, p. 142). The present study will therefore adopt the descriptive research design since it focuses on an assessment of the influence of relationship marketing on customer loyalty. The research approach was both quantitative and qualitative in the form of descriptive and contextual.

3.2.1 Quantitative Research

According to Cohen (1980), quantitative research is defined as social research that employs empirical methods and empirical statements. Creswell (2014) also defines quantitative research as a type of research that is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics). The specificity of quantitative research lies in the next part of the definition. In quantitative research, we collect numerical data. This is closely connected to the final part of the definition; analysis using mathematically-based methods (Creswell, 2014).

Therefore, the study made use of the quantitative research methodology as it was found to adequately assist in achieving its objectives.

3.2.2 Descriptive Research

According to Burns and Grove (2013), descriptive research is designed to provide a picture of a situation as it naturally happens. It may be used to justify current practice and make judgement and also to develop theories. For the purpose of this study, descriptive research is used. The research attempted to give a vivid picture regarding the challenges associated with e-banking services faced by customers by describing the various forms of e-banking technology in connection with the experiences and views of customers and bank officials.

3.2.3 Context

According to Holloway and Wheeler (2002), context includes the environment and conditions in which the study takes place as well as the culture of the participants and location. The participants in this study were the constituent people of Promasidor Ghana Limited, North Industrial Area-Nkrumah Circle. The opinions of the sample on the assessment of the influence of relationship marketing on customer loyalty, weren't studied outside their context and were therefore, dependent on the context and the time.

3.3 Population of the study

Parahoo (2017) defines population as “the total number of units from which data can be collected”, such as individuals, artefacts, events or organisations. Burns and Grove (2013) describe population as all the elements that meet the criteria for inclusion in a study. The study focused on a population of about 100 persons with respect to the staff strength of

Promasidor Ghana limited, North Industrial Area-Nkrumah Circle and an estimate of about 150 customers who patronise Promasidor Ghana Limited products.

3.4 Sample size determination

Burns and Grove (2013) refer to sampling as a process of selecting a group of people, events or behaviour with which to conduct a study. From the population, a total of 80 persons formed our sample. This included 2 staff members from the Marketing department of Promasidor Ghana Limited and 78 customers of Promasidor Ghana Limited products who use Promasidor Ghana products.

3.5 Sampling technique and procedures

Burns and Grove (2013) refer to sampling as a process of selecting a group of people, events or behaviour with which to conduct a study. The sampling technique adopted was that of probability and non-probability. In probability sampling, the tendency of any person in the population being selected for the study is high (Hammond, 2014). In this study, simple random sampling under probability sampling was used. The 78 customers of Promasidor Ghana limited, North Industrial Area-Nkrumah Circle were randomly selected.

Purposive sampling under non-probability is used for the study. According to Parahoo (2017), in non-probability sampling, researchers use their judgement to select the subjects to be included in the study based on their knowledge of the phenomenon. The criteria for the selection of the sample were based on:

- One who hold offices between middle to upper management level.
- One who has 2-5 years' experience in Marketing Communications.

- One who holds a diploma, degree or post graduate in the social science of Marketing Communications.
- One who is part of middle to top management of the Marketing department of the organisation.

Therefore, the 2 other personnel selected for the study from the Marketing department of Promasidor Ghana Limited are sampled purposively being the subjects having the technical knowhow and competence with regards to relationship marketing.

3.6 Method of data collection

The data collection method was in two folds; primary and secondary methods of data collection. Interviews of the form of structured and semi structured were conducted with the sample constituting the primary data. Data was as well collected from journals, textbooks, magazines, brochures and bulletins constituting the secondary method. In this study the researcher was the primary data collection instrument because the data from the sample were numerals in the context of the research problem.

3.6.1 The instrument

According to Parahoo (2017), a research instrument is a tool used to collect data. An instrument is a tool designed to measure knowledge, attitude and skills. The data collection instrument used was both a questionnaire and an interview guide. A questionnaire is a research tool that consists of a series of questions designed to elicit information from respondents. Questionnaires may be seen as a kind of written interview. They may be carried out in person, over the phone, on a computer, or by mail (McLeod, 2018). The questions in a questionnaire are generally quite detailed, and the interviewee

given a limited number of options to choose from (this style of question is also known as closed, closed ended, pre-coded, or fixed choice) (Bryman, 2011). An Interview guide on the other hand is a list of high level questions put together based on the objectives of a study to be asked an interviewee or a group of interviewees. Therefore, interviews will be conducted as part of the study. Kvale (1996) regarded interviews as an interchange of views between two or more people on a topic of mutual interest, sees the centrality of human interaction for knowledge production, and emphasizes the social situatedness of research data. Both structured and semi-structured questionnaire were used. Corbetta (2003, p.269) define structured interviews as interviews in which all respondents are asked the same questions with the same wording and in the same sequence. Bryman (2011) explains structured interview as interview which entails the administration of an interview schedule by an interviewer.

The aim is for all interviewees to be given exactly the same context of questioning. This means that each respondent receives exactly the same interview stimulus as any other. (Bryman, 2011). The goal of this style of interview is to ensure that interviewees' replies can be aggregated (Bryman, 2011). The questions are usually very specific and very often the interviewee a fixed range of answers (this type of question is often called closed, closed ended, pre-coded, or fixed choice) (Bryman, 2011). A total of 10 questions of self-administered kind were asked our respondents (customers). This was made up of two sections. The first section comprised of the demographic details of respondents (Age, Sex, Marital Status, and Occupation). The second section looked at the psychographic responses of respondents.

Semi-structured interview, a situation where one person encourages a person or group of persons to freely articulate facts, their interest, attitudes, behaviours and experiences (Hammond, 2014). Non-standardised ways were used in asking questions; freedom to ask as many questions as the researcher chooses but will be centred on questions and themes to be covered (Ibid). The rationale for choosing this method was to obtain in depth information on the subject and to obtain different perspectives or varied degrees of opinions on the subject under study. A total of 10 questions of the kind of interviewer questionnaire under semi structured were asked the staff from the Marketing department of Promasidor Ghana making a final total of 20 questions asked our 80 respondents. In other words, two different sets of data collection instruments were prepared for both sets of respondents for the study.

3.7 Method of Data analysis

The study made use of both quantitative data analysis where various situations were described and illustrated using quantitative research tools in order to gain an in depth insight into assessing the influence of relationship marketing on customer loyalty. Quantitative data was analysed utilising the Statistical Package for the Social Sciences (SPSS) software was adopted for the study.

3.8 Ethical considerations

Full consent was obtained from the participants prior to the study. The researcher offered adequate information and guarantees regarding participating in order for persons to fully grasp the implications of involvement and make an educated, deliberate, and freely decide on whether to participate or not, without any pressure or coercion. Respondents' privacy

and confidentiality were guaranteed. Confidentiality was assured by filing hardcopies of filled questionnaires in a secured drawer belonging to the researcher, locked under key. The researcher is the only party who can have access to the questionnaires. In addition, softcopies of filled questionnaires were secured through the use of password protected files. All COVID 19 protocols (the wearing of nose masks, sanitizing of hands, just to mention a few) were observed to ensure participants' safety, in the process of filling questionnaires.

3.9 Conclusion

In conclusion, this chapter explained the study's research methodology and how data was acquired. It also explained how the study's data was analysed and presented.

CHAPTER FOUR

DATA ANALYSIS

4.1 Introduction

This chapter presents an analysis of the data gathered from the field. The research findings and the chapter summary constitute elements to be touched on in this chapter.

4.2 Research findings

A total of eighty (80) questionnaires were administered to customers of Promasidor Ghana Limited and exactly one hundred responses were given accordingly.

4.2.1 Questionnaire responses & analysis

Below is an outline and analysis of responses given by the 100 respondents for the study; that for the convenient sample. Figure 1 is the sex distribution of the one hundred (100) respondents (customers of Promasidor Ghana Limited). 45 representing (45%) were male and 55 constituting (55%) were female.

Figure 1: Sex distribution of respondents

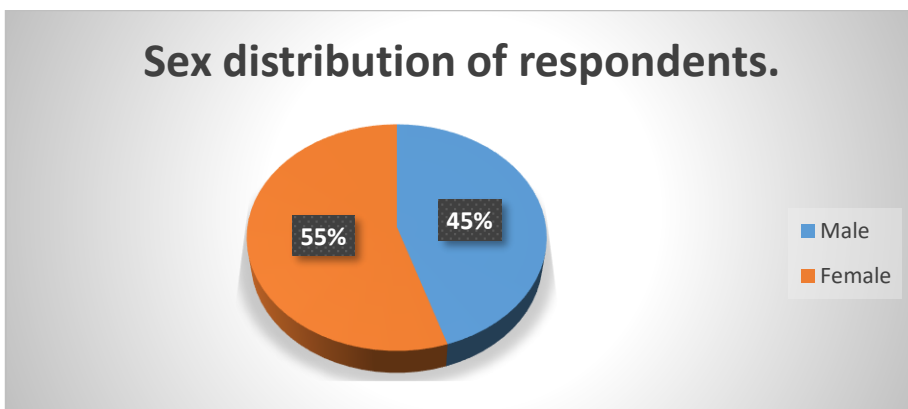


Figure 2 shows the age distributions of the respondents of the study. 18 – 30 years amount to 70 respondents making up 70% of the sample size. Age 31 - 40 which is 17 respondents make up 17% of the sample. Ages 41 - 50 constitutes 7 representing 7% of the sample. Finally, 50 and above years, amount to 6 persons making up 6% of the respondents.

Figure 2: Age distribution of respondents

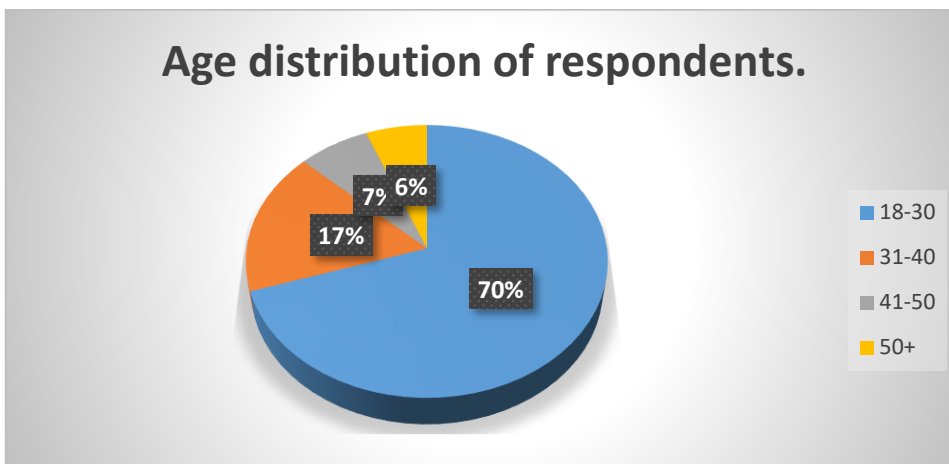


Figure 3 touches on respondents' level of education or qualification of respondents. 16 persons from the sample representing (16%) possess a Basic/Secondary/Vocational/Technical certificate. 30 (30%) persons of the sample size have HND/Diploma/Undergraduate certificate. 24 (24%) respondents of the sample size with a professional certificate and finally, 30 (30%) respondents of the sample size hold a postgraduate degree.

Figure 3: Educational Level or qualification of respondents.

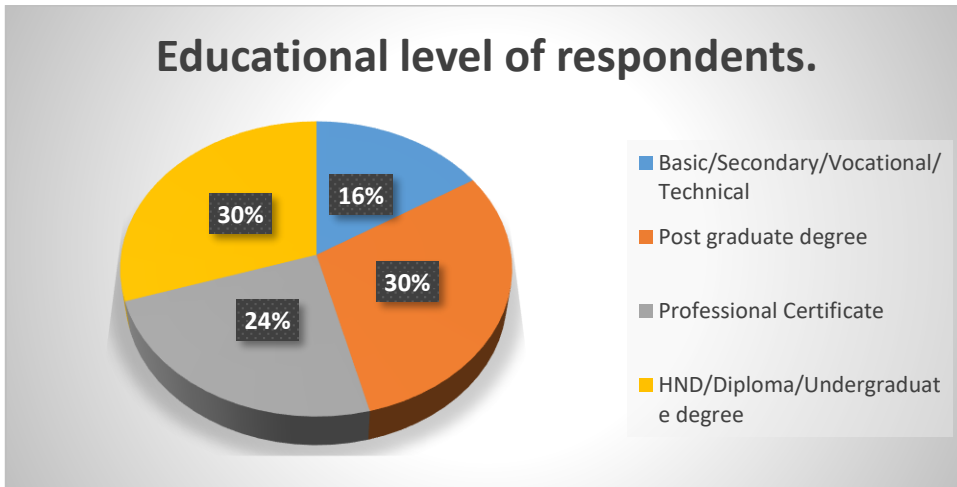


Figure 4 touches on how long respondents' have been at Promasidor Ghana Limited. 27 persons from the sample representing (27%) mentioned less than 5 years. 23 (23%) persons of the sample, mentioned 5-10 years. 40 (40%) respondents of the sample size admitted that, they have been in the organisation between 10-15 years. Also, 10 (10%) respondents of the sample informed they have been in the organisation between, 15-20 years. And finally, no respondent stated other years.

Figure 4: Length of time respondents' have been with Promasidor Ghana Limited.

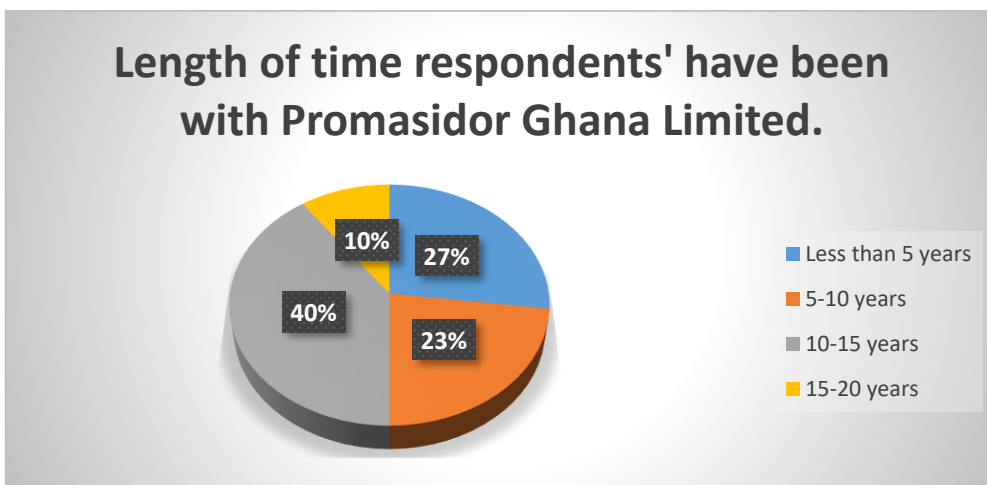


Figure 5 touches on respondents' employment status. 30 persons from the sample representing (30%) are unemployed. 16 (16%) persons of the sample size is self-employed. 30 (30%) respondents of the sample size are salaried-employees and finally, 24 (24%) respondents of the sample size are pensioners.

Figure 5: Employment status of respondents.

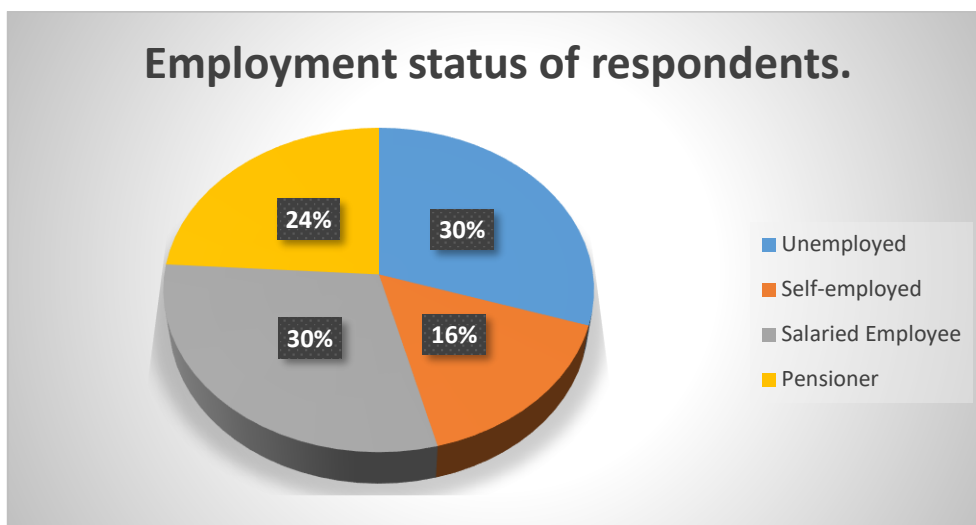


Figure 6 touches on the influence of relationship marketing on customer loyalty. 57 (57%) respondents admitted that, customers consider the Promasidor brand as a company that cares about people. 23 (23%) respondents were against the assertion whilst 20 (20%) took a neutral stance. 73 (73%) respondents were in favour of customers will return to Promasidor Ghana products, because it satisfies them over and over whilst 15 (15%) respondents were against customers will return to Promasidor Ghana products, because it satisfies them over and over. And finally, 12 (12%) persons took a neutral position. When it came to whether customers will return to Promasidor Ghana, if they provided stellar customer service, 76 (76%) respondents supported the idea, whilst 14 (14%) respondents

were against it and 10 (10%) persons taking a neutral position. For customers returning to Promasidor Ghana because they give back to society in the form of corporate social responsibility (CSR), 37 (37%) respondents voted for the idea whilst 43 (43%) respondents were against and 20 (20%) respondents were neutral. The factor of customers returning to Promasidor Ghana because they have a relationship with the company, had 78 (78%) in favour whilst 12 (12%) respondents were against it and 10 (10%) respondents being neutral. Lastly, the idea of customers returning to Promasidor Ghana because they have a relationship with the company had 78 (78%) in favour whilst 12 (12%) were against and 10 (10%) took a neutral position.

The above confirms the assertion held by Velnampy and Sivesan (2012), in their study on Customer Relationship Marketing and Customer Satisfaction in Sri Lanka where explicate that marketing plans aimed at building trust, demonstrating commitment to service, communicating with customers in a timely, reliable, and proactive manner, handling conflict effectively, paying attention to shared values, improving the empathetic and reciprocal abilities of salespeople, and developing customer loyalty can create, reinforce, and retain customer loyalty.

Figure 6: The influence of relationship marketing on customer loyalty.

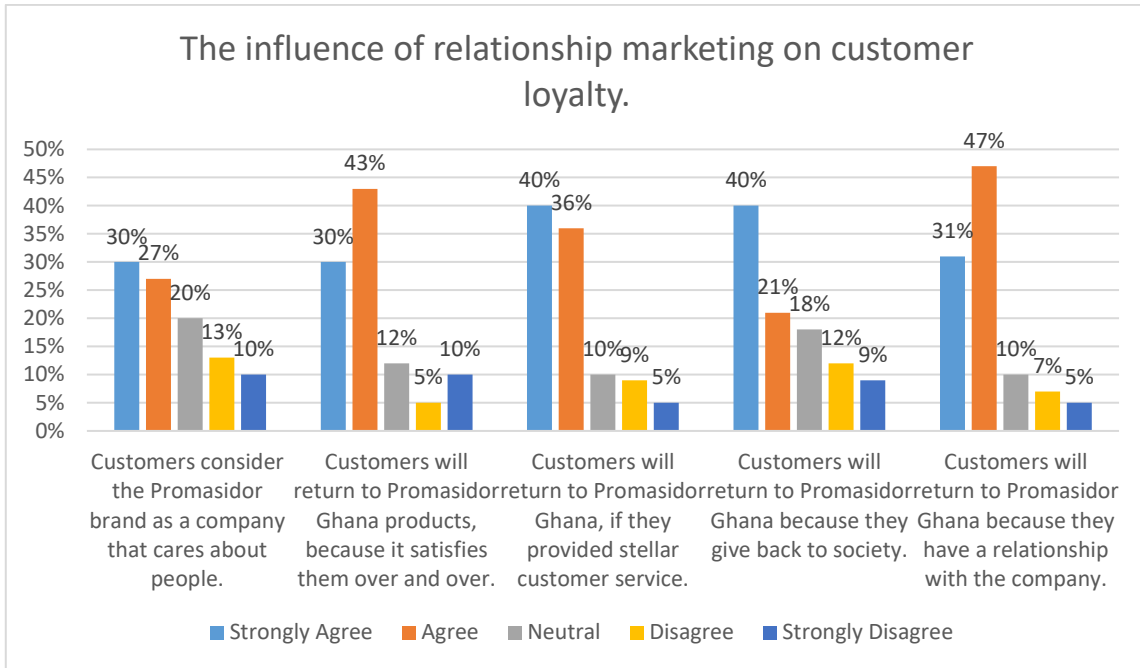


Figure 7 focuses on the principles of relationship marketing and customer loyalty. 76 (76%) respondents admitted, long-term collaboration and win-win (organisation and customer wins). 14 (14%) respondents were against long-term collaboration and win-win (organisation and customer wins) as a principle of relationship marketing and customer loyalty whilst 10 (10%) took a neutral stance. 73 (73%) respondents were in favour of recognizing that all parties be active whilst 14 (14%) respondents were against the idea of bonuses. 14 (14%) persons took a neutral position. When it came to relationship and service values instead of bureaucratic-legal values, 61 (61%) respondents supported the idea, whilst 21 (21%) respondents were against it and 18 (18%) persons taking a neutral position. For making loyal customers happy by rewarding them, 61 (61%) respondents voted for the idea whilst 14 (14%) respondents were against and 25 (25%) respondents

were neutral. Finally, being socially and ethically responsible. had 76 (76%) respondents in favour whilst and 14 (14%) respondents were against and 10 (10%) respondents were neutral.

The above supports Seyyedeh et al. (2011) when he conducted a case study on Pasargad bank in Mazandran province to examine the connection between relationship marketing and customer loyalty. The correlation findings indicate that trust, commitment, communication, conflict management, and competence as independent variables have a positive connection with customer loyalty as a dependent variable. As a result, customer loyalty rises as the degree of trust, dedication, communication, conflict management, and competence rises.

Figure 7: The principles of relationship marketing and customer loyalty.

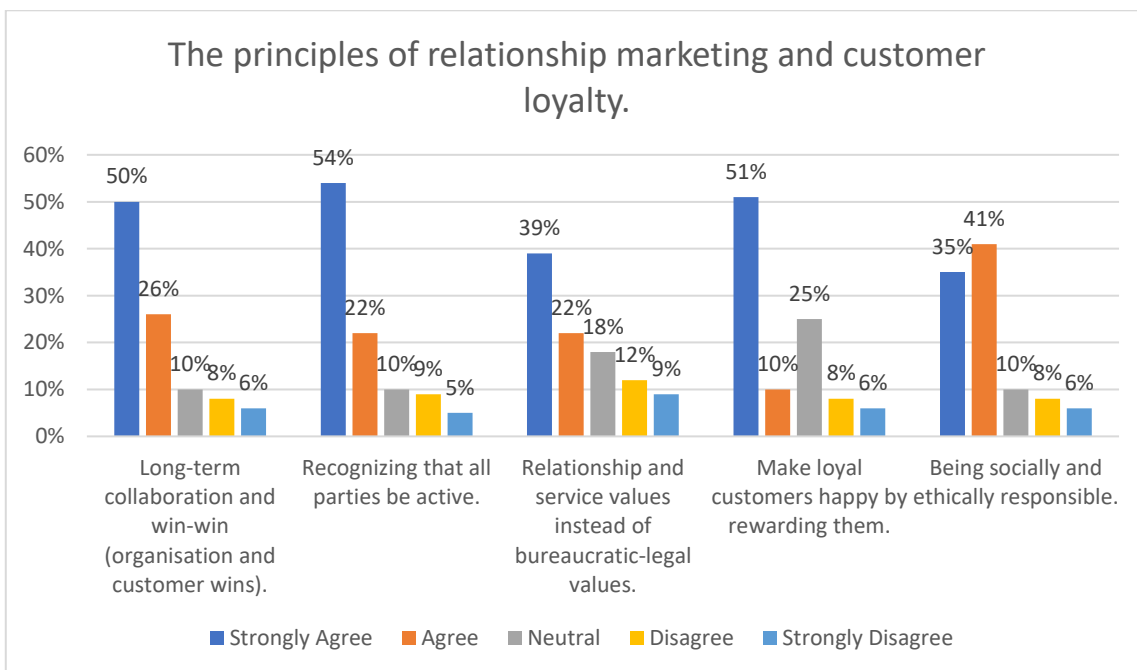
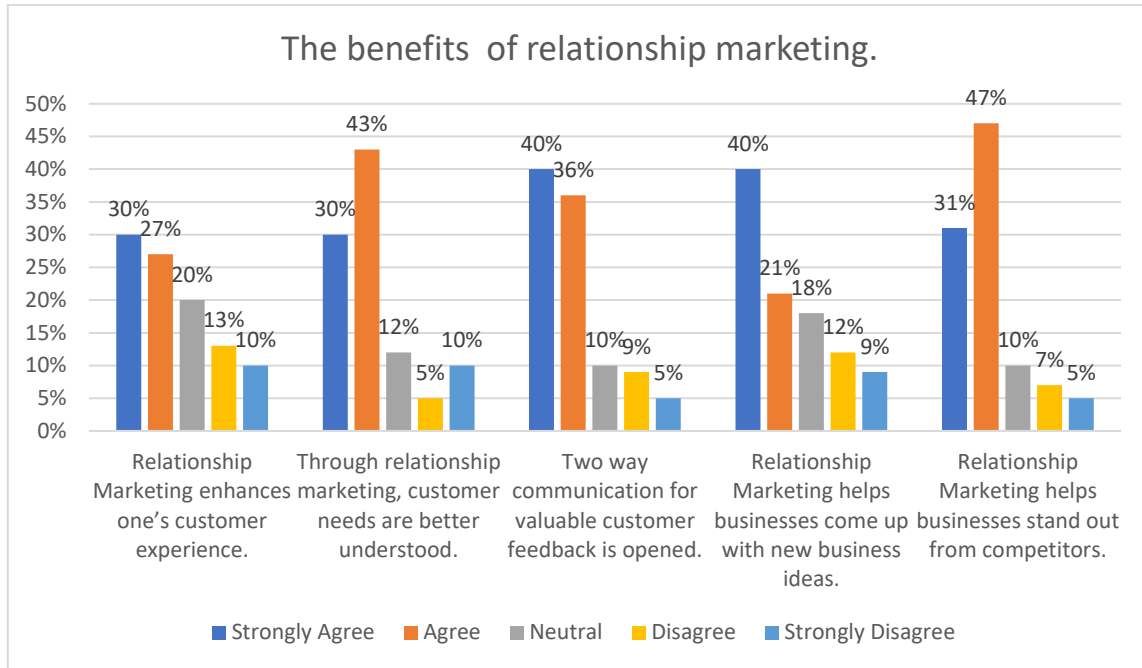


Figure 8 touches on the benefits of relationship marketing. 57 (57%) respondents admitted that, relationship marketing enhances one’s customer experience. 23 (23%) respondents

were against the assertion whilst 20 (20%) took a neutral stance. 73 (73%) respondents were in favour of the fact that, through relationship marketing, customer needs are better understood whilst 15 (15%) respondents were against the fact that, through relationship marketing, customer needs are better understood. And finally, 12 (12%) persons took a neutral position. When it came to whether two-way communication for valuable customer feedback is opened, 76 (76%) respondents supported the idea, whilst 14 (14%) respondents were against it and 10 (10%) persons taking a neutral position. For relationship marketing helping businesses come up with new business ideas, 37 (37%) respondents voted for the idea whilst 43 (43%) respondents were against and 20 (20%) respondents were neutral. Lastly, the benefit of relationship marketing helping businesses stand out from competitors, had 78 (78%) in favour whilst 12 (12%) respondents were against it and 10 (10%) respondents being neutral.

The above confirms, Ndubisi (2007) research on the effect of relationship marketing approach on client loyalty. He advocated that, the effect of four major relationship marketing components on client loyalty was studied using multiple regression analysis (trust, commitment, communication and conflict handling). According to the findings, the four factors have a substantial impact on customer loyalty and may predict a large part of the variation.

Figure 8: The benefits of relationship marketing.



4.3 Chapter Summary

From the findings, it can be seen that, relationship marketing and communication has an influence on customer loyalty and organizational productivity. It can also be seen that, the influence of relationship marketing and communication on customer loyalty and organizational productivity is as a result of customers' returning to Promasidor Ghana products, because it satisfies them over and over, customers returning to Promasidor Ghana, if they provided stellar customer service and customers returning to Promasidor Ghana because they have a relationship with the company. The factors of customers considering the Promasidor brand as a company that cares about people and customers returning to Promasidor Ghana because they give back to society in the form of corporate social responsibility (CSR), are regarded, the least of the influence of relationship marketing on consumer loyalty at Promasidor Ghana. It is also realised that, respondents

acknowledge long-term collaboration and win-win (organisation and customer wins), recognizing that all parties be active, relationship and service values instead of bureaucratic-legal values, making loyal customers happy by rewarding them and being socially and ethically responsible as the principles of relationship marketing and customer loyalty with long-term collaboration and win-win (organisation and customer wins), recognizing that all parties be active and being socially and ethically responsible, standing out as the most selected principles of relationship marketing and customer loyalty.

4.4 Research Objective: Discussions

Objective 1: To assess the influence of relationship marketing on customer loyalty.

The study objective was achieved as a result of respondents confirming that customers' will return to Promasidor Ghana products, because it satisfies their beverage needs, because Promasidor Ghana limited provides stellar customer service and finally, because customers have a relationship with the company. The study objective was further achieved when respondents agree that, customers consider the Promasidor brand as a company that cares about people because they give back to society in the form of corporate social responsibility (CSR). This is confirmed by the assertion held by Velnampy and Sivesan (2012), in their study on Customer Relationship Marketing and Customer Satisfaction in Sri Lanka where they explicate that marketing plans aimed at building trust, demonstrating commitment to service, communicating with customers in a timely, reliable, and proactive manner, handling conflict effectively, paying attention to shared values, improving the empathetic and reciprocal abilities of salespeople, and developing customer loyalty can create, reinforce, and retain customer loyalty. The above findings also support the stakeholder theory propounded by Edward Freeman in 1984.

The stakeholder theory emphasizes the interconnected relationships that exist between an organization or company, its customers, dealers, employees, shareholders, society, and other stakeholders. A stakeholder is a partner is defined as any group or person with a stake in and influence over an organization's choices. Thus, without relationship marketing, there is a gap between the firm and its stakeholders, which may result in significant revenue shortfalls.

Objective 2: To investigate the principles of relationship marketing and customer loyalty.

The study objective was achieved when respondents acknowledged that, long-term collaboration and win-win situations between Promasidor Ghana and its customers, the reward of loyal customers and finally, Promasidor Ghana limited being socially and ethically responsible as the principles of relationship marketing. The above supports Seyyedeh et al. (2011) when he conducted a case study on Pasargad bank in Mazandran province to examine the connection between relationship marketing and customer loyalty. The correlation findings indicate that trust, commitment, communication, conflict management, and competence as independent variables have a positive connection with customer loyalty as a dependent variable. As a result, customer loyalty rises as the degree of trust, dedication, communication, conflict management, and competence rises. The above findings are an expansion of the stakeholder theory (Freeman, 1984) whereby, day in, day out, organisations must strive to win the loyalty and commitment of their consumers as their success or failure as an organization is dependent on them. And relationship marketing is crucial to achieving a mutually beneficial relationship between an organization and its stakeholders, and in this case, the consumers. This provide for a

better understanding of the idea of relationship marketing, which will aid businesses in their planning.

Objective 3: To explore the benefits of relationship marketing.

The study objective was achieved when respondents admitted that, relationship marketing enhances one's customer experience and their needs better understood. Also, respondents conceded that, through relationship marketing, two-way communication for valuable customer feedback is opened. Again, respondents agreed that, relationship marketing helps businesses come up with new business ideas, and finally, the respondents confirmed that, relationship marketing helps businesses stand out from the competition. This coincides with, Ndubisi's (2007) research on the effect of relationship marketing approach on client loyalty. He advocated that, the effect of four major relationship marketing components on client loyalty was studied using multiple regression analysis (trust, commitment, communication and conflict handling). According to the findings, the four factors have a substantial impact on customer loyalty and may predict a large part of the variation. Again, the findings can be best situated in the context of the stakeholder theory (Freeman, 1984). The theory highlights the connection of an organization's or company's interactions with its customers, dealers, workers, shareholders, society, and other stakeholders. Therefore, the absence of relationship marketing creates a disconnect between the organization and its stakeholders and this can result into huge revenue losses for an organization.

On practical implications of the study, the findings of the study will give room for an effective understanding of the concept of relationship marketing and will help organisations in the industry to effectively plan. Consequently, the findings of the study

serve as a guide for further research in marketing communications. Finally, the study is useful in theory formulation in influential factors as far as relationship marketing and consumer loyalty is concerned.

4.5 Conclusion

In conclusion, the chapter touched on a presentation of analysis of the data gathered from the field as well as a deliberation of the study results. In summary, all three objectives of the study were met. Respondents affirmed that they were ready to make returned purchases. Also respondents seemed very knowledgeable in products they were buying and really knew what they wanted. Lastly customers felt that their needs were understood by the company and they were happy doing business with them.

CHAPTER 5

SUMMARY, CONCLUSIONS & RECOMMENDATIONS

5.1 Introduction

This is the concluding chapter of the study. It provides the summary of discussions in the study by touching on the critical areas, making recommendations and conclusion.

5.2 Summary

The research assessed the influence of relationship marketing and communication on customer loyalty with the Promasidor Ghana Limited selected as the study case. Emphasis was placed on the influence of relationship marketing and communication on customer loyalty.

In section 4.3 (research findings) of chapter 4 revealed that, relationship marketing and communication has an influence on customer loyalty and organizational productivity. It can also be seen that, the influence of relationship marketing and communication on customer loyalty and organizational productivity is as a result of customers' returning to Promasidor Ghana products, because it satisfies them over and over, customers returning to Promasidor Ghana, if they provided stellar customer service and customers returning to Promasidor Ghana because they have a relationship with the company. acquaint them with their teammates' tasks.

5.3 Discussion

From the study, it can be seen that, relationship marketing and communication has an influence on customer loyalty and organizational productivity. It can also be seen that, the influence of relationship marketing and communication on customer loyalty and organizational productivity is as a result of customers' returning to Promasidor Ghana products, because it satisfies them over and over, customers returning to Promasidor Ghana, if they provided stellar customer service and customers returning to Promasidor Ghana because they have a relationship with the company. The factors of customers considering the Promasidor brand as a company that cares about people and customers returning to Promasidor Ghana because they give back to society in the form of corporate social responsibility (CSR), are regarded, the least of the impact of monetary incentives on employee productivity at Access Bank Plc. It is also realised that, respondents acknowledge long-term collaboration and win-win (organisation and customer wins), recognizing that all parties be active, relationship and service values instead of bureaucratic-legal values, making loyal customers happy by rewarding them and being socially and ethically responsible as the principles of relationship marketing and customer loyalty with long-term collaboration and win-win (organisation and customer wins), recognizing that all parties be active and being socially and ethically responsible, standing out as the most selected principles of relationship marketing and customer loyalty.

5.4 Conclusion

The study concludes as having assessed the influence of relationship marketing on customer loyalty. Also, the study has been able to investigate the principles of relationship

marketing and customer loyalty. And finally, the study has been able to explore the benefits of relationship marketing.

5.5 Recommendations

The study recommends the following,

- Further studies must be conducted on the elements of relationship marketing and their impact on organisational performance.
- Finally, the study recommends that, auxiliary research must be conducted on the trends in relationship marketing and their impact on consumer loyalty.

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Appendix

UNIVERSITY OF GHANA BUSINESS SCHOOL

Dear Sir/Madam,

I am an MA Public Relations student of the Ghana Institute of Journalism conducting a study aimed at eliciting response on ‘**Assessing the influence of relationship marketing and communication on customer loyalty**’. Information provided for this research will be treated confidentially and used for academic purposes only. Please take a few minutes to fill out this questionnaire by ticking (✓) where appropriate.

Section A: Background Information

1. Gender:
 - Male
 - Female

2. Age:
 - 18-30 years
 - 31-40 years
 - 41-50 years
 - Above 50 years

3. Educational Qualification:
 - Basic (Primary up to JHS)
 - Secondary/Vocational/Technical
 - HND/Diploma/Undergraduate Degree
 - Post Graduate degree
 - Professional Certificate

4. Employment Status:
 - Unemployed
 - Self-employed
 - Salaried-employee
 - Pensioner

5. How long have you been a customer of Promasidor Ghana Limited?
 - Below 1 year
 - 1-5 years
 - 6-10 years
 - Above 10 years

Section B: On a scale of 1-5, please indicate by ticking (√), the extent to which you agree or disagree with the following statements regarding electronic media selection decisions.

1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

No	Statement	Strongly Disagree					Strongly Agree				
Objective 1: To assess the influence of relationship marketing on customer loyalty.											
The influence of relationship marketing on customer loyalty is as follows:											
1.	Customers consider the Promasidor brand as a company that cares about people.	1	2	3	4	5	1	2	3	4	5
2.	Customers will return to Promasidor Ghana products, because it satisfies them over and over.	1	2	3	4	5	1	2	3	4	5
3.	Customers will return to Promasidor Ghana, if they provided stellar customer service.	1	2	3	4	5	1	2	3	4	5
4.	Customers will return to Promasidor Ghana because they give back to society in the form of corporate social responsibility (CSR).	1	2	3	4	5	1	2	3	4	5
5.	Customers will return to Promasidor Ghana because they have a relationship with the company.	1	2	3	4	5	1	2	3	4	5
Objective 2: To investigate the principles of relationship marketing and customer loyalty.		Strongly Disagree					Strongly Agree				
The principles of relationship marketing and customer loyalty are:											
6.	Long-term collaboration and win-win (organisation and customer wins).	1	2	3	4	5	1	2	3	4	5
7.	Recognizing that all parties be active.	1	2	3	4	5	1	2	3	4	5
8.	Relationship and service values instead of bureaucratic-legal values.	1	2	3	4	5	1	2	3	4	5
9.	Make loyal customers happy by rewarding them.	1	2	3	4	5	1	2	3	4	5
10.	Being socially and ethically responsible.	1	2	3	4	5	1	2	3	4	5
Objective 3: To explore the benefits of relationship marketing.		Strongly Disagree					Strongly Agree				
The benefits of relationship marketing are:											
11.	Relationship Marketing enhances one's customer experience.	1	2	3	4	5	1	2	3	4	5
12.	Through relationship marketing, customer needs are better understood.	1	2	3	4	5	1	2	3	4	5
13.	Two way communication for valuable customer feedback is opened.	1	2	3	4	5	1	2	3	4	5
14.	Relationship Marketing helps businesses come up with new business ideas.	1	2	3	4	5	1	2	3	4	5
15.	Relationship Marketing helps businesses stand out from competitors.	1	2	3	4	5	1	2	3	4	5

Thank you!