

# The most effective relationship marketing tactics in the Taiwanese retail apparel industry

Ning Ya Yang

Supervisor: Prof. dr. Sara-Leroi-Werelds

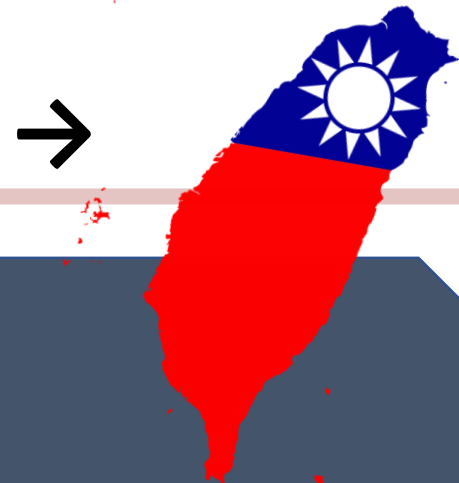
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## Why?

Relationship marketing has been widely studied in the past few decades due to the advantages of superior profitability.

However, the framework of De Wulf et al. (2001) was based on data recorded in only two European countries and the USA.

Since Asia has become an appealing destination to develop business, it is interesting to update and examine the RM model in an Asian market. So...



## Research Question

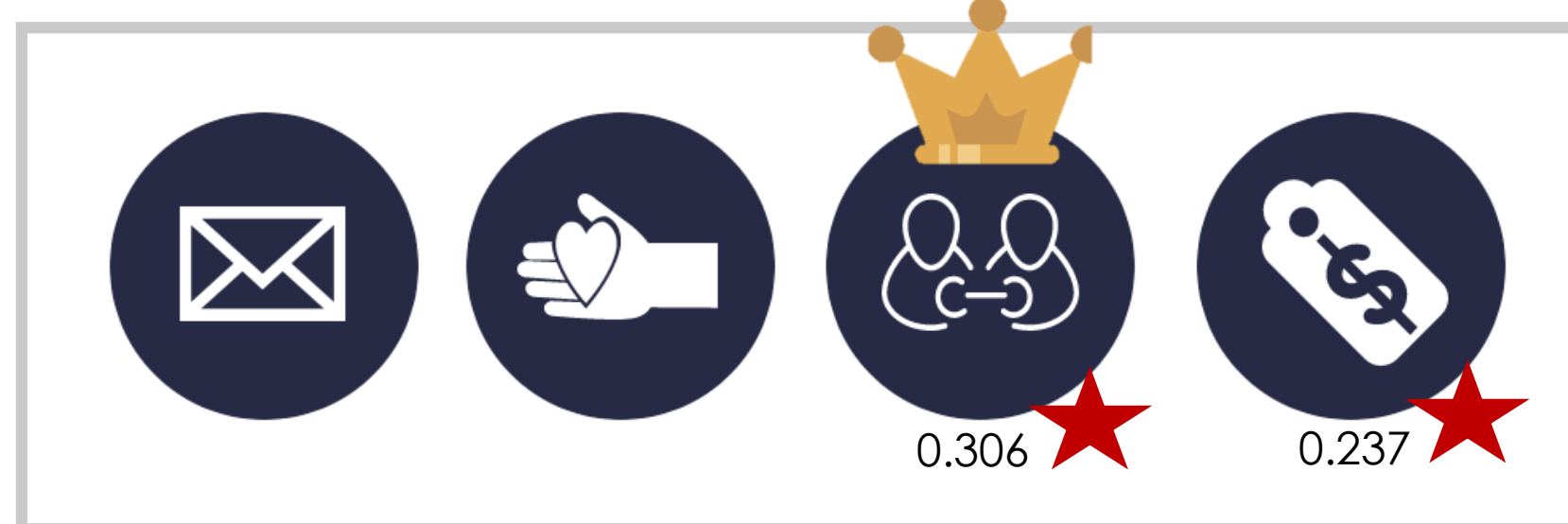
**What is the impact of RM tactics on customer loyalty in Taiwan?**

- What are the important RM tactics used nowadays?
- How do RM tactics influence customer loyalty?

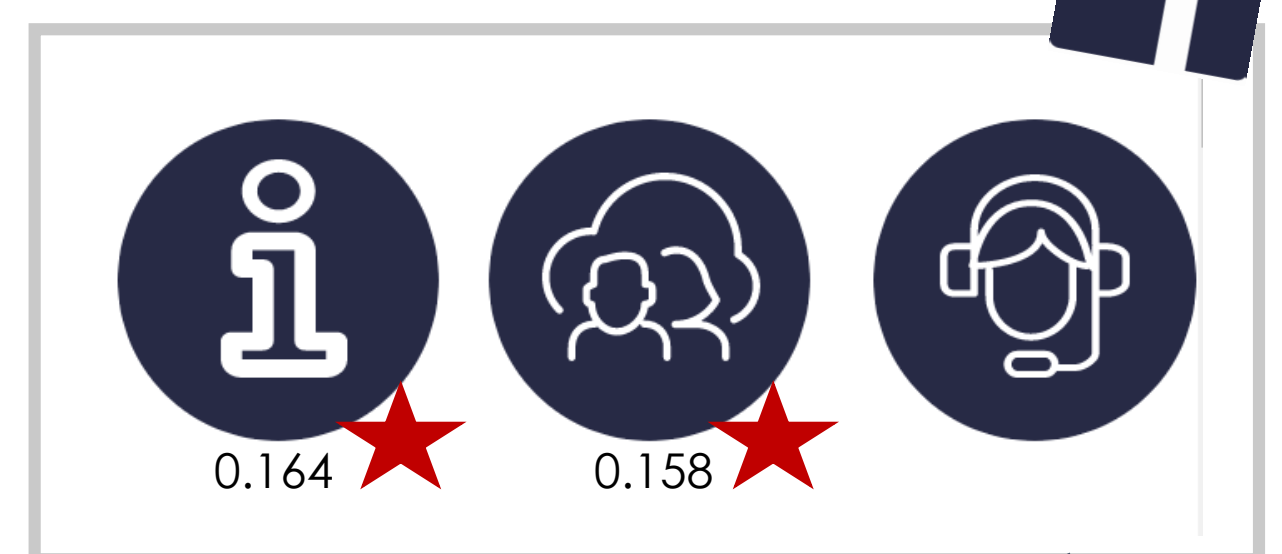
## Relationship Marketing?

- Customer retention
- From transaction product-based to customer-oriented relational approach
- Win-win: higher profitability, less cost than attracting new customers for the firm, and relational benefit for the customers

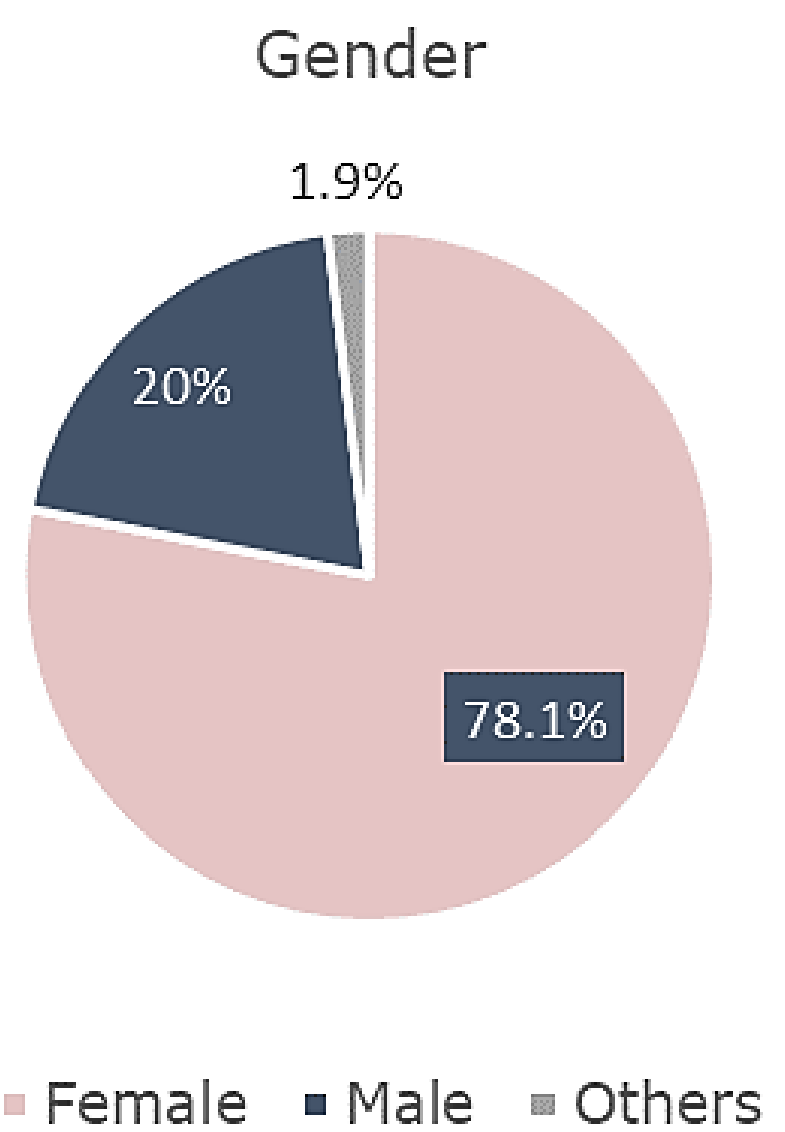
De Wulf et al. (2001)<sup>1</sup>



Kang & Kim (2017)<sup>2</sup>



**RECIPROCITY**



## Implications



## Limitations

- Data collection
- Other variables?
- Moderating variable
- Customer loyalty (e.g. WOM)
- The complexity of social media

1. De Wulf, K., et al. (2001). Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration. *Journal of Marketing*, 65(4), 33-50. doi:10.1509/jmkg.65.4.33.18386  
 2. Kang, J.-Y. M., & Kim, J. (2017). Online customer relationship marketing tactics through social media and perceived customer retention orientation of the green retailer. *Journal of Fashion Marketing and Management: An International Journal*, 21(3), 298-316. doi:10.1108/JFMM-08-2016-0071