

ESSENCE AND IMPORTANCE OF THE CONCEPT OF RELATIONSHIP MARKETING

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The objective of our research is to reveal the essence of the new approach to the marketing management, based on formation and retaining the loyalty of customers, employees and partners of the organization.

Materials and methods: content analysis of scientific literature about relationship marketing, comparative analysis.

A new approach to marketing management, focused on formation of long-term mutually beneficial relationships with key partners and customers in the market of goods and services is relationship marketing. The basic idea of relationship marketing is that the main object of marketing management is relations (communication) with customers and other stakeholders in the process of sale.

Relationship marketing is sometimes called network marketing, interaction marketing, partnership marketing, loyalty marketing, etc. Keeping of existing customers is the purpose of relationship marketing. In the scientific literature, the concept of relationship marketing is treated differently. Kotler said that relationship marketing is the practice of formation of long-term mutually beneficial relationships with key partners to interact in the market customers, suppliers, distributors, in order to establish a long-term privileged relationship. The end result of relationship marketing is the formation of a unique asset of the company, named the marketing interaction system. Marketing interaction system involves the enterprise itself and all other stakeholders in the work of groups of consumers, employees, suppliers, distributors, retailers, scientists, advertising agencies, and all those with whom the company has established mutually beneficial business relationship. Grönroos, Webster and other leading experts in the field of marketing relationship considered marketing as a result of the ongoing development of marketing that reflects its current status, as the next step after the concept of socially-oriented marketing.

Thus, the implementation of the concept of relationship marketing allows us to provide quality customer service and individual approach based on the preference and trust. Therefore, the concept of relationship marketing is attractive for the pharmaceutical enterprises, which produce socially significant products and are focused on ensuring the public health.