THE IMPACT OF ONLINE RELATIONSHIP MARKETING ON CUSTOMER RETENTION A STUDY ON SRI LANKAN FASHION CUSTOMERS

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Abstract

Nowadays the main form of trade for firms and customers have been Online interactions. The creation of online connections as interactions that are mediated through online networks provides problems and opportunities for companies. A vast and ever-evolving toolset allows marketers to manage their connections online in environments like e-commerce, media, online communities, mobile, Big Data, Artificial Intelligence and Enhanced Reality, while expansive progress is being made in computer technology. This study is focusing on how online relationship marketing can be utilized effectively to retain fashion consumers in local context.

This study provides a thorough examination of the on-line marketing relationships in connection to their concepts, the development of business practice and empirical insights from academic research, for advancing academic understanding and guiding management decision-making. The conceptual framework for the study was designed to utilize quality services, price perception, convenience, technology and trust as independent factors and consumer retention as the dependent variable. This research will take a philosophical approach of positivism as it applies to highly organized quantitative research that uses theoretical and empirical research to evaluate the hypothesis. The deductive research technique is founded on positivist philosophy. The gathering of data is done by use of a 250-sample size questionnaire for hypothesis assessment.

The research is mainly based on a survey with identified online relationship marketing dimensions. At the later part of the study, author suggests a developing internet marketing paradigm. The reliability and validity of the research comprising descriptive analysis and multiple regression analyses are tested using quantitative data to create a model. Recommendations are submitted based on the study findings.

Key words: Online Relationship Marketing, Fashion Industry, Consumer retention