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DEVELOPMENT OF THE CONCEPT OF RELATIONSHIP MARKETING

The study employs a combination of general scientific and specific methods: a systems approach (to analyze marketing as an integrated system); methods of theoretical generalization and comparison (to systematize the conceptual framework); analytical method (to study the effectiveness of CRM and SCRM systems); and graphical modeling (to visualize the stages of consumer loyalty formation).

It has been proven that modern competitiveness is based on the transition from transactional to relationship marketing. It is substantiated that the use of CRM systems and Social Listening tools allows an enterprise to proactively manage reputational risks. It is determined that maximizing Customer Lifetime Value (CLV) is a reliable indicator of business resilience in a turbulent market.

The study improves the approach to defining relationship marketing as a strategic enterprise asset that integrates Big Data to ensure hyper-personalization of offerings. It also expands the understanding of the role of "brand advocates" within the enterprise communication system. The proposed recommendations regarding the use of the NPS index and SCRM systems can be utilized by enterprises to optimize marketing budgets, increase customer loyalty, and reduce consumer churn.

The purpose of the article is to provide a theoretical substantiation of the role of relationship marketing as a key tool for strengthening an enterprise's competitive position and to develop practical recommendations for implementing digital tools to optimize customer experience.

Keywords: relationship marketing, competitiveness, loyalty, CRM systems, stakeholders, consumer value.