Exploring Relationship Marketing Dimensions and Their Effect on Customer Loyalty – A study of Indian Mobile Telecom Market

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Abstract— This paper aims to examine the impact of relationship marketing dimensions (namely trust, long term relationship, technology orientation, service quality, satisfaction, loyalty programme and brand image) on customer loyalty in the mobile telecom market in India. To test the proposed model in the context of mobile telecom services, the authors use data collected from a pilot survey of 120 sales professionals who are using mobile services for business usage to pre-test the conceptual model. The data were factor-analysed, reliability was tested to determine the key dimensions of relationship marketing and for performing the subsequent multivariate analyses. Interest in the subjects of relationship marketing and customer loyalty has been growing among marketing researchers and practitioners. This study reinforces and refines the body of knowledge relating to relationship marketing tactics in the mobile telecom industry in India that can be used in the management for a better relationship with customers, and enhances users' mobile service usage.

Keywords—relationship marketing; customer loyalty; satisfaction; mobile telecom; service quality; India.

I.   INTRODUCTION

As the competitive environment becomes more turbulent, the most important issue the sellers facing is no longer to provide excellent, good quality products or services, but also to keep loyal customers who will contribute long-term profit to organisations (Tseng, 2007). As a part of marketing strategy, relationship marketing seeks to acquire and retain customers by providing good quality customer services, and therefore has become one of the key to success in acquiring strong competitiveness in the present markets, because of its implications for access to markets, generation of repeat purchase, creation of exit barriers, and the view that it benefits all parties (Andaleeb, 1996). The findings of several studies on services marketing have suggested that in order to acquire and maintain a competitive edge, service organisations should develop long-term relationships with their customers (Gronroos, 1991, 1994a; Berry, 1995). Singh and Sirdeshmukh (2000) suggested that customer loyalty is rapidly becoming, "the marketplace currency of the twenty-first century". This is a commonly held view in the academic field (Seth et al., 2005; Venkateswaran, 2003; Duffy, 1998; Kandampully, 1998) which advocates the need for businesses to adopt a customer-centric vision. Relationship marketing also helps to increase market share, profitability, and reduce cost. Research has shown that the cost of serving one loyal customer is five to six times less than the cost of attracting and serving one new customer (Ndubisi, 2003; Rosenberg and Czepiel, 1983). The increasing economic importance of telecommunications companies inspired many management scholars to devote more teaching and research attention to this sector (Szyperski and Loebbecke, 1999). Specifically, in the field of marketing strategies for telecommunications services it is frequently pointed out that once customers have been acquired and connected to the telecommunications network of a particular operator, their long-term links with the focal operator are of greater importance to the success of the company in competitive markets than they are in other industry sectors (Wilfert, 1999; Gerpott, 1998; Knauer, 1998; Harter et al., 1997; Booz et al., 1995).

An important consequence of customer satisfaction might be customer retention. Firms will not be able to retain their customers without satisfying them. In telecom industry, customer retention determines the success and survival of mobile service providers (Wong, 2010; Leelakulthanet and Hongcharu, 2011). Global competitiveness, across service sector, forced many firms to consider customer service and loyalty from strategic perspective. This resulted in developing and maintaining the quality firm-customer relationships (Negi, 2010). Al-Hawary (2013) examined the role of perceived quality and satisfaction in measuring customer brand loyalty in mobile phone service in Jordan using 212 mobile phone users. Asikhia (2012) study revealed that relationship marketing has a positive and statistically significant relationship with performance and relationship marketing contributed differently to the variations in the various performance variables. The remainder of this paper now presents reviews of relevant literature in the following areas; examining customer loyalty, understanding the relationships marketing tactics, managing customer relationship in a profitable manner and managerial considerations. Murugan

and Rajendran (2013) study reveals the relationship between commitment, satisfaction, perceived service quality, and customer loyalty intentions in broadband internet services in India. To summarise, the paper presents key findings resulting from the consideration of the aforementioned areas.

II.   LITERATURE REVIEW

Berry (1983) viewed relationship marketing as a strategy to attract, maintain and enhance customer relationships. According to Gronroos (1994b), the aim of relationship marketing is to establish, maintain, and enhance relationships with customers and other partners, at a profit, so that the objectives of the parties involved are met. Relationship marketing (RM) has been put forth as a way for firms to develop mutually beneficial and valuable long-term relationships with customers (Ravald and Gronroos, 1996). The evolution of RM has been one of the most significant developments in marketing over the decades, particularly in relation to industrial marketing (Dwyer et al., 1987; Palmatier et al., 2006; Sheth and Parvatiyar, 1995b). RM is believed to work most effectively when customers are highly involved in the good or service, there is an element of personal interaction, and customers are willing to engage in relationship building activities (O'Malley and Tynan, 2000). RM thus aims at increasing customer profitability while providing better services for customers. Several studies have empirically demonstrated a positive association between RM strategies and business performance (Naidu et al., 1999; Palmatier and Gopalakrishna, 2005). Several academic research findings are associated with the determinants of subscriber churn in mobile communications. Kim and Yoon (2004) examined the determinants of mobile subscriber churn and customer loyalty in Korea their results show that the level of satisfaction with alternative specific service attributes, including call quality, handset type, and brand image, affects customer loyalty. Meeting the diverse customer demand to achieve customer loyalty is an important issue for management today. Customer loyalty becomes possible through the development of long term, mutually beneficial relationships with customers (Athanasopoulou, 2009).

The telecommunication industry is becoming one of the most important industries in the world. The telecommunication industry delivers voice communications, data, graphics, and video at ever increasing speeds. In order to obtain sustainable competitive advantage, telecommunication firms are forced to make innovation and do the best for customer satisfaction. Due to this, customer RM plays an important role in telecommunication industry. It demands a relationship-oriented strategy in marketing (Grönroos, 2004). The telecom companies are developing a mix of relationship marketing tools to establish and build profitable customer relationship. With the concept of relationship marketing, we focus on the need for companies to be market oriented by building up the ability to manage networks, relationships and interactions (Gronroos, 1983; Gummesson, 1987). Ndubisi (2004) reported

that many firms are capitalising on strong firm-customer relationship to gain invaluable information on how best to serve customers and keep them from defecting to competing brands. Relationship marketing proposes that closer attention is paid to long-term financial growth and other benefits of retained customers (Crainer, 1996; Heffernan et al., 2008; Sin et al., 2006). Relationship marketing is emerging as a core marketing activity for business operating in fiercely competitive environments (Gupta and Sahu, 2012).

Hence, customer relationship building creates mutual rewards (Rapp and Collins, 1990) which benefit both the firm and the customer by building relationship with customers, an organisation can also gain quality sources of marketing intelligence for better planning of marketing strategy. An organisation must prizes to customer propensity for a valuable goods and services in order that attracting its loyalty and satisfaction. Therefore, relationship marketing can be considered as main point in planning marketing. Previous researchers play up to Relationship marketing as one manner for developing and cultivating long-term beneficial relationship mutually (Barnes, 1997; Dwyer et al., 1987; Ganesan, 1994; Garbarino and Johnson, 1999; Morgan and Hunt, 1994). Relationship marketing may lead to promotion of long-term relation as it is acknowledged widely (Reichheld, 1993; Gummesson, 1994; Tseng, 2007) many firms do not know its role and result. This study focuses on the tactics of relationship marketing (trust, long term relationship, technology orientation, satisfaction, service quality, loyalty programmes and brand image) as well as relationships consequences (customer loyalty). The research variables used in this study discussed in the next section.

2.1 Customer trust

Trust has been defined as "a willingness to rely on an exchange partner in whom one has confidence" (Moorman et al., 1993). A betrayal of this trust by the supplier or service provider could lead to defection. Schurr and Ozanne (1985) defined the term as the belief that a partner's word or promise is reliable and a party will fulfil his/her obligations in the relationship. Trust is one of the underpinnings of relationship marketing, is considered to be important in building quality relationships considering that individuals seek predictable and obligatory behaviour on the part of their relational partner such that a relatively high degree of certainty is attached to future rewards (Millar and Rogers, 1987). Trust is considered so important to long-term relationships and enhancing customer loyalty. Many researchers have suggested that customers' trust has significant role in building long-term relationship and achieving customer loyalty (Berry, 1995; Bowen and Shoemaker, 2003; Chu, 2009). Trust may play a role in whether a customer purchases wireless telecommunication services (Wang et al., 2006). Further, trust formation depends on the communication medium as well as on content of the message itself (Ross et al., 2007).

2.2 Long term relationship

Long-term relationships can be defined as "a union between two enterprises, with a medium to high extent of communication and dialogue extending over a long period of time between the two companies" (Kent and Mentzer, 2003). As partners with good quality and relation are given higher status, companies will do their best to establish, develop and maintain relationship with partners of this type (Morgan and Hunt, 1994; Patnayakuni et al., 2006; Chang, 2007). Long-term relationships bring long-term advantages (Murphy, 1997). Long-term business relationship can provide required transition time to improve the business (Bradley, 1994). Long-term business relationships are beneficial to both parties involved (Berry, 1995; Szmigin, 1993; Bolton et al., 2000). From the provider's point of view, these relationships create barriers against competition, decrease price competition, and generate more revenue per customer with decreasing costs. Some of the benefits of strong relationships with key customers include increased profit through reduced risk, improved communication links, and referrals (Hawke and Heffernan, 2006).

2.3 Technology orientation

In the literature, some research suggested that effectively managing customers is made possible through information technology, and applications that are used to foster the integration of processes, people, operations, and capabilities (Bohling et al., 2007; Payne and Frow, 2005). Hence, it is not surprising to see the use of information technology (IT) to support relationship management, which surfaces as a popular business strategy (Becker et al., 2009; Molloy and Schwenk, 1995). Grönroos (1990) asserted that the personnel, technology and systems resources of the seller have to be used in such a manner that the customer's trust in the resources evolved, and thus maintained and strengthened in a future course of action by supporting customer loyalty. Ryssel et al., (2004, p.198) defined technology which "creates, captures, manipulates, communicates, exchanges, presents and uses information" to foster collaboration with partners. Research suggested that effectively managing customers depends on the firm's ability to handle the changes resulting from the implementation of IT and its ability to use resources to build relationships with customers (Becker et al., 2009; Payne and Frow, 2005). The benefits of technology to service organisation, their employees, and their customers have received wide spread academic attention. For example, research suggest that technology enhances the customer-firm relationship (Zemke and Connellan, 2001; Reichheld, 2001), augments the quality- value-loyalty chain (Parasuraman and Grewal, 2000), improves efficiency, effectiveness and productivity and convenience (Quinn, 1996; Namasivayam et al., 2000; Nykiel, 2001; Zemke and Connellan, 2001), creates a competitive advantage (Porter, 1985, 2001) and improve the skill of the people who make up the organisation (Berry, 1995; Blumberg, 1994; Dabholkar, 2000; Siguaw et al., 2000). In mobile telecommunication, service provider should always used updated technology to maintain good quality of network coverage due to stiff competition in market.

2.4 Service quality

Parasuraman et al. (1988) defined service quality as the consumers' judgment about a firm's overall excellence or superiority. What happens and perceived by customers in the interaction process will obviously have critical impacts on customers' evaluation of service quality (Grönroos, 2000). To survive in this competitive market, companies should continue to improve their service performance (Kim et al., 2007). Service quality is known by both academics and practitioners to contribute to market share (Cameran et al., 2010; Hu et al., 2009; Mohamad and Awang, 2009; Parasuraman et al., 1985; Zeithaml, 2000). The pursuit of service quality has become an essential factor for all businesses that are driven by the need to remain competitive (Hu et al., 2009). Furthermore, service quality is one of the antecedents of customer satisfaction and loyalty (Herington and Weaven, 2009; Hu et al., 2009; Jamal and Anastasiadou, 2009; Mohamad and Awang, 2009). Delivering superior quality to customers is central to the formation of customer loyalty (Zeithaml et al., 1996); therefore, the competitive advantage of a service organisation is essentially determined by its ability to expand and maintain a large and loyal customer base.

2.5 Customer satisfaction

Fornell (1992) defined satisfaction as an overall evaluation dependent on the total purchase and consumption experience of the target product or service performance compared with repurchase expectations over time. Oliver (1997, 1999) reviewed satisfaction as pleasurable fulfilment which is sensed by customers in the consumption. It means that "the consumer senses that consumption fulfils some need, desire, goal, or so forth and that this fulfillment is pleasurable" (Oliver, 1999). Satisfaction with the delivered products and services has been suggested and empirically documented as affecting the buyers' decisions to continue a relationship (Ndubisi, 2003; Anderson, 1994; Fornell, 1992; Hirchman, 1970). According to Hirchman (1970), Richins (1983), and Singh (1988) when customers are satisfied, the likelihood of exit from the relationship and negative word of mouth is reduced greatly. Lovelock et al. (1998) listed the virtues of customer satisfaction: First, satisfaction is inextricably linked to customer loyalty and relationship commitment. Second, highly satisfied customers spread positive word of mouth and in effect become a walking, talking advertisement for an organisation whose service has pleased them. Third, highly satisfied customers may be more forgiving, someone who has enjoyed good service delivery. To achieve success in the complex and competitive market of today, researchers have maintained and practitioners agree that customer satisfaction is the key (Ndubisi and Chan, 2004). In the literature (Herrmann and Johnson, 1999; Homburg et al., 1999; Dick and Basu, 1994) it is emphasised that there is a significantly positive correlation between customer satisfaction

and the loyalty that customers feel towards a firm, but that a high degree of customer loyalty does not always have to go hand in hand with a high degree of customer satisfaction. In new business trends, gaining customers' satisfaction has a high order in the agenda of the organisations' objectives.

2.6 Loyalty programmes

'Loyalty programme' is defined as a programme that allows consumers to accumulate free rewards when they make repeated purchases with a firm. Such a programme rarely benefits consumers in one purchase but is intended to foster customer loyalty over time. Yi and Jeon (2003) believe a customer loyalty programme is a useful marketing tool designed to increase loyalty by providing incentives to consumers through added benefits. A successful customer loyalty programme further strengthens the relationship between existing customers, lengthening customer life cycle, and increasing its share of customer expenditure. The overall objectives of these programmes are to enhance consumer repeat purchase behaviour and increase customer conversion costs of switching stores by stimulating product or service usage (Magi, 2003). Consumers receive both psychological and economic benefits from a loyalty programme. The free reward functions as a positive reinforcement of consumers' purchase behaviour and conditions them to continue doing business with the firm (Sheth and Parvatiyar, 1995a). Psychologically, giving free rewards to customers shows the firm's appreciation and personal recognition of its customers. This sense of being important can enhance consumers' overall sense of well-being and deepen their relationship with the firm (Bitner, 1995; Gwinner et al., 1998).

2.7 Brand image

Brand image represents "the reasoned or emotional perceptions consumers attach to specific brands" (Low and Lamb, 2000) a set of beliefs held by customers about a particular brand, based upon some intrinsic and extrinsic attributes of a market offering (Aaker, 1994; Garcia Rodriguez and Bergantinos, 2001). Brand image is, therefore, the mental picture or perception of a brand or a branded product or service and includes symbolic meanings that consumers associate with the specific attributes of a product or service (Dobni and Zinkhan, 1990; Padgett and Allen, 1997; Aperia and Back, 2004). The concept of relationship marketing within services displays the importance of one-to- one relationships between businesses and customers as well as relationships between consumers and the brands (O'Loughlin et al., 2004). The development of a brand relationship with customers is based on a series of brand contacts experienced by customers (Grönroos, 2000). Previous studies have found that the effects of corporate image on customer loyalty can be both direct (Nguyen and Leblanc, 2001; Souiden et al., 2006) and indirect (Ball et al., 2006; Bloemer and de Ruyter, 1998).

2.8 Customer loyalty

Customer loyalty is essential if a company is to retain its current customers. However, many debates are centred round what customer loyalty actually is, as Majumdar (2005) stated, "Customer loyalty is a complex, multidimensional concept". Oliver's (1999) define consumer loyalty as "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future." According to Oliver, consumer loyalty can occur at four different levels: cognitive, affective, conative, and behavioural. Grossman (1998) defined customer loyalty as: making customers feel committed: When the benefits are meaningful to them, they will stay on. It has been argued that for loyal buyers, companies must invest in relationship building and closeness to customers (Ndubisi, 2006). Service providers generally consider customer loyalty as an important source of competitive advantage (Woodruff, 1997). Enhanced customer loyalty in service firms has been demonstrated to increase profitability by numerous extant studies examining the connection between customer loyalty and its antecedents (Aydin and Ozer, 2005; Cronin et al., 2000; Ibanez et al., 2006; Liu et al., 2005; Sirdeshmukh et al., 2002). Loyal customers tend to have a higher level of recommendation intention and repurchase intention (Bowen and Shoemaker, 2003; Chi et al., 2009; Hennig-Thurau et al., 2002;

Kim et al., 2007; Singh and Sirdeshmukh, 2000; Stank et al., 1999, 2003; Yu and Dean, 2001). Loyalty increases repurchase behaviour because loyal customers demonstrate greater resistance to counter persuasion and negative word of mouth. Loyal consumers might be less price sensitive, and decrease the risk of defection due to competitors' promotional activities (Stank et al., 2003). Sadia et al. (2011) examined customer loyalty in the telecommunication industry in Pakistan, using 146 cell phone users. The study found that customer loyalty is shaped mainly by: trust, service quality, staff loyalty, and switching cost. As far as mobile communications services are concerned, previous research suggested the following four individual features as a key drivers of the customer value of cellular services (Wilfert, 1999; Gerpott, 1998; Knauer, 1998; Harter et al., 1997; Booz et al., 1995).

1 The network quality, which is reflected in excellent indoor and outdoor coverage and in the clarity of voice reproduction without any connection break-downs
2 The price paid for obtaining access to and using the network
3 The features summarised under the rubric of customer care, namely the quality of the exchange of information between customer and supplier
a) in response to customer (telephone) enquiries
b) in the course of interactive activities initiated by the network operator (e.g., presentation of an invoice).

III. INDIAN MOBILE TELECOM INDUSTRY

The Indian telecommunications network is the third largest in the world and the second largest among the emerging economies of Asia (Competition Commission of India, 2012). Today, it is the fastest growing market in the world. The telecommunication sector continued to register significant success during the year and has emerged as one of the key sector responsible for India's resurgent India's economic growth. Initiatives taken by Indian mobile operators supported by regulatory policy initiatives have transformed the telecom landscape in the span of just over a decade. The initiatives include widespread network rollout, massive distribution chains, manufacturing and sourcing of low-cost handsets, low call rates, extended pre-paid validity schemes and small-value pre-paid recharges (Cellular Operations Association of India, 2011).

India's rural mobile teledensity is only 35%. This is only around one-fifth that of urban mobile teledensity and the gap between urban and rural teledensity has widened significantly over the past decade. Moreover, the gaps can widen even further as rural growth slows (Cellular Operations Association of India, 2011). Although connections are higher, according to TRAI estimates actual penetration in India remains below 50%. Using only the number of connections overestimates the number of subscribers due to two key aspects – inactive connections and usage of multiple SIM cards by subscribers. As per TRAI, as at the end of May 2011, only 70% of India's ~ 840 million connections (~590 million connections) were active. Moreover, it is estimated that at least 15% of Indian mobile users have multiple SIMs either in the same phone or in different phones. Applying both filters – active users and multiple SIM holders- translates to approximately 500 million unique subscribers in India.

According to the Telecom Regulatory Authority of India (TRAI) data released, the wireless user base grew to 929.37 million in May 2012. With this, the total number of telephone subscribers, including land line holders, touched 960.90 million, registering a growth of 0.84%. Overall tele-density in India reached 79.28% (Telecom Regulatory Authority of India, 2011). Industry experts believe that Smartphone segment would be the fastest-emerging division that would even outpace the overall handset market. The segment is anticipated to account for 29% of the total handset volume with 97.2 million units by 2017, registering a CAGR of around 40% (Business Review India, 2012).

IV. METHODOLOGY AND DATA ANALYSIS

This study uses software SPSS version 19.0 for statistical analysis. To test the constructs and items presented in this study, reliability analysis, factor analysis were used at pilot survey stage to further validate the conceptual model using multivariate analysis. The study population consists of mobile telecom users to test the conceptual model through a pilot survey study. Potential respondents were approached and asked to participate in survey. They were told that the study was being conducted for research purpose, and the individual results were to be kept strictly confidential. In the sample, a total of 74 were male (62%) and 46 female (38%). The highest concentration of ages was between 18 and 35 years, representing 92 people (76.6%). The population of this study is mobile users (Industrial) in the City of Allahabad and Lucknow, Kanpur India. All the major mobile service operator's authorised dealers in the city were approached to participate in the survey and majority of them accepted the invitation. A participating service operator's authorised dealer was to allow its customers to be surveyed in its premises by the researchers, inform customers that it authorised the survey, and also encourage them to fill in and return the questionnaire. The exercise was conducted over a period of three weeks between 11:00 am to 4 pm. The timing was designed to suit the time the office open and close to customers. Customers' participation was not mandatory, thus all the respondents voluntarily supplied the data for the study. Although all the customers were approached and presented the survey form.

A total of 150 surveys were conducted, 120 were collected for a recovery rate of 80% at pilot survey stage and found suitable for analysis. The questionnaire items were adapted from different sources to suit a mobile telecom study. Items for trust, long term relationship, service quality, technology orientation, loyalty programme and brand image were adapted from Churchill and Surprenant (1982), Crosby et al. (1990), Moorman et al. (1993), Chu (2009), Aydin and Özer (2005), Tian et al. (2008), Morgan and Hunt (1994), Peng and Wang (2006), Grönroos (2000), Parasuraman et al. (1988) and Ravald and Grönroos (1996). Customer satisfaction items adapted from Churchill and Surprenant (1982), Ndubisi (2003), Mouri (2005), Oliver (1997) and Fornell (1992). Lastly, items for customer loyalty adapted from Aydin and Özer, (2005), Wulf et al. (2001) and Morgan and Hunt (1994). Factor analysis using principal component analysis was performed on all the questionnaire items to establish their suitability for performing the subsequent multivariate analyses. Statement loadings on factors that is greater than 0.50 are considered moderately meaningful, and greater than 0.70 highly meaningful (Hair et al., 2010). High communality values are recorded for all the variables, indicating that the total amount of variance an original variable shares with all other variables included in the analysis is high. Overall, the results show that the construct measures are valid.

With respect to the Kaiser-Meyer-Olkin (KMO) measure of adequacy and Bartlett's test of sphericity, the result revealed a high KMO (.639) which is more than 0.50, indicating that the sample used is appropriate for this study and the data are adequate as posted in Kaiser (1974). On the other hand, Bartlett's measure of sphericity test shows significance less than 0.05 meaning that our data are not identical and there is a relationship among the variables. The internal reliability of a given scale, i.e., the extent to which the items included in the

scale are correlated, was evaluated using Cronbach's Alpha. High values of Cronbach's Alpha indicate that all the items included in the scale are measuring the same thing and their correlations between each other and with the latent variable measured though the items are very strong (DeVellis, 2003).

V. MANAGERIAL IMPLICATIONS

Theoretically, the outcome of this research provides empirical evidence for the influence on customer loyalty of relationship marketing antecedents/ tactics: trust, long term relationship, technology orientation, service quality, satisfaction, loyalty programmes and brand image. This study adds value to the literature by empirically linking a more comprehensive list of determinants to the dependent variable. As for the practical implications of the study, a first conclusion is that mobile service operator wishing to retain and develop loyal customers should be trustworthy and should have long term relationship orientation to build profitable relationship, should deliver good quality of mobile services timely and accurately, update the technology to maintain good network coverage and must satisfy the user in a manner that will eliminate unnecessary loss and inconvenience to customers. Loyal customers are valuable communicators of favourable word-of-mouth about organisations or products to which they feel loyal (Ndubisi, 2004). Second, mobile service operator should establish effective trust, long term relationship building strategies, service quality mechanism to address user's complaints effectively and ensure them to deliver consistently good services based on the list of items that constitute these variables. By building quality relationship with customers, mobile service operators can satisfy them better than competitors by capitalising on a richer understanding of customer needs and by establishing effective long lasting relationship.

VI. LIMITATIONS AND FUTURE RESEARCH

This study was conducted in a mobile telecom sector. Although the dimensions identified were really verified in this industry, it would be helpful to replicate this study in other industries. The outcome of the future studies will determine the extent of generalisation to be made. An important future research direction is to examine the roles of the relationship marketing underpinnings, overall relationship quality and customer satisfaction in creating customer loyalty. By employing these constructs, the future research would be able to unveil those that discriminate between loyal customers and those who are not.

Such knowledge would assist mobile service operators in designing effective strategies for consummating strong customer loyalty. Another future research direction is to include more number of relationship marketing tactics not used in this research. By using a more comprehensive list, a richer outcome may emerge. These future studies should use a hold out sample to confirm the model.

VII. CONCLUSION

This study has demonstrated that relationship marketing tactics have impact on customer loyalty in the Indian mobile telecom sector. Therefore, researchers and strategists aiming to nurture loyal customers should pay close attention to issues of trust, long term relationship and service quality, brand image. It has also identified the factors that significantly describe the impact of relationship marketing antecedents/tactics on customer loyalty which is the most significant aspect for service provider to retain their customer base through effective relationship marketing strategies. It also provides guidance to researchers and practitioners concerning the relationship marketing factors and customer loyalty that may help to maintain quality relationship between mobile user and mobile service provider which results into a profitable relationship. The findings of this research also provider important evidence for managers who take charge of relationship marketing tactics. It is helpful for marketers understand the effectiveness of relationship marketing tactics from consumer's perspective. It is also essential for service providers to realise importance of relationship quality and customers loyalty for practical business. A higher quality of a relationship might lead to a higher level of customer loyalty, which makes vendors profit more. Researchers and practitioners would find this study useful in designing relationship marketing strategies and customer loyalty strategies. Future research studies might fruitfully investigate such moderating influences.

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