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## **NATURE OF CUSTOMER LOYALTY IN MARKETING**

The first loyalty program in the airline industry emerged in the 80's. XX during the consolidation and expansion of tourism. But first they had local character, combining a national and international there was the development of computer technology. First in the world loyalty bonus program there in 1981 in the company of American Airlines.

Growing market saturation and the development of information society necessitates the search for new methods and approaches to improve the competitiveness of enterprises and their performance. Of particular urgency is the client-approach to the management of marketing activities of enterprises. There is a shift of businesses to attract new customers for the maintenance of existing by forming their loyalty as the highest level of relationship to the company.

Regular consumption of goods or services of one undertaking indicates the presence transactional (behavioral) loyalty which may be defined as a certain type of consumer behavior, resulting in their prolonged interaction with the company and the exercise of repeat purchases, but characterized by a lack of emotional attachment consumers to enterprises, goods or the services it offered.

The level of customer satisfaction, willingness to recommend the company contact audiences and the degree of insensitivity to the actions of competitors indicate a Perceptual (emotional) loyalty which may be defined as a certain type of

consumer behavior, resulting in their prolonged interaction with the company and due to the presence of a positive attitude or commitment consumer to the company, products or services that it offers, regardless of competitors' offers, even if the financial terms of these offers for the consumer is more profitable. Perceptual loyalty manifests itself in situations where the consumer has an emotional attachment to the company, but is unable to (eg, finance) often buy goods or services offered by this company.

It should be noted that some jobs with the term "loyalty" and equated the term "satisfaction". Satisfaction is the result of compliance actually receives-tion between the goods or services of the enterprise customer expectations. The level of satisfaction received goods or services the company may change from time to time under the influence, for example, the emergence of a better offer in the market or the growth of consumer expectations. Among borrowed from foreign business practices concepts are also contradictions in determining the nature of concepts such as "relationship marketing", Customer relationship management (CRM), Partner relationship management (PRM) and "loyalty marketing".

There are many ways to determine the degree of customer loyalty, but it is recommended to use the following indicators most often:

- 1) Client base. It represents the total number of active users of the product. This amount is defined as the sum of consumers made a purchase for the first time, repeat buyers and customers. It is important to take into account is active buyers and customers who make a purchase or have entered into contact with the company only recently (the period is determined individually for each company).
- 2) The level of retention of new customers. This figure represents the percentage of shoppers made a purchase for the first time and returned for a second time within a certain period of time, which is set on the basis of typical companies (industry) cycle of committing customers re-purchase.
- 3) The level of customer retention. The percentage of customers who have made a certain number of repeat purchases for a specified period of time.

- 4) The share of the costs of the buyer. This is the percentage of the total purchases in certain categories of products or services made by the buyer of the company. Seller has a 100 per cent share of the buyer costs, when the latter spends its entire budget for products or services just at him.
- 5) The average number of new customers per month. This rate determines how many first time buyers to make a purchase in the company for a month.

Since there is a shift of emphasis from growth in the market value of companies on the interests of the widest possible range of contact audiences, special attention should be paid to improving consumers perceived quality and value of services. Only if consumers increase perceived quality and value of services it is possible to achieve the economic goals of enterprises. To achieve this goal it is necessary to building such relationships with consumers, which would allow businesses time to identify and respond to the needs and desires of its customers.