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Relationship Marketing, The Way to Customer Satisfaction and Loyalty

[Adriano Costa](#)  & [Joaquim Antunes](#)

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Abstract

In a highly competitive and at the same time very volatile market, it is essential for brands not only to be able to win more customers, but to keep current and profitable ones. Thus, it is imperative to develop positive relationships with customers and that they are long-term. This investigation aims to identify the factors that precede satisfaction and how it influences brand loyalty in the Portuguese market for personal hygiene products. The methodology used was based on a literature review on relationship marketing, brands, satisfaction and loyalty. Subsequently, an online survey distributed through social networks was applied. There were

608 valid responses. The results show that there are three factors that precede satisfaction and that influence it in a positive way. It was also found that there is a very strong and positive relationship between satisfaction and loyalty. Finally, the main conclusions of the work, limitations of the study and guidelines for future research are presented.

Keywords

Marketing **Relationship marketing** **Brand**
Satisfaction **Loyalty**

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Author information

Authors and Affiliations

CITUR/UDI/IPG –Guarda, Guarda, Portugal

Adriano Costa

CISeD/CITUR/IPV- Viseu, Viseu, Portugal

Joaquim Antunes

Corresponding author

Correspondence to [Adriano Costa](#).

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