

ASSESSING THE RELIABILITY AND VALIDITY OF RELATIONSHIP MARKETING SCALE: THE EXPERIENCE OF AN INDIAN BANK

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ABSTRACT

In Pre Industrial era people are more concern to sell. Anyhow selling was only important key factor to run any business successful. It is true till today selling is a key factor, but how to sell whom to sell and when to sell is also important. So era was of direct selling and customer acquisition. Than in post Industrial era was focused on mass transaction and bulk selling. Where now today's area to make relations is first priority and satisfy their customer is the key factor which will help to establish a relationship and convert is in strong relations which make any terms favorable to that brand. So this era is considered as relationship marketing and customer retention.

Banking is the sector where most of the people associated with. In this competitive edge relationship will be the key aspects which leads to dominate in the market. In this present study an attempt has been made to develop a scale to measure and relationship marketing of banking sector.

This paper identifies a model with 30 question and 6 components to measure the service quality of banking sector. These components are Trust, Commitment, Communication, Fiability, Switching barriers and Conflict handling.

KEY WORDS: Bank, Relationship Marketing.

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