



A Study on Customer Retention Strategy with Reference to Sathya Agencies, Thanjavur Town

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ABSTRACT:

Today's markets are totally different. These are characterized by intense competition and the dividing line between a service and a good among competitors is minimal whether it is an insurance company or a bank or an ophthalmologist, customers expect the same type of service. If there is service parity among the different service providers, then the consumer risk associated with brand switching is minimized. Consumers in the present-day context are looking for products, which offer the best, i.e., best products at best price rather than brand parity and non-brand loyalty by seeking new customers by way of offering discounts and markdowns and developing promotions that encourage new business. This is referred to as conquest marketing.

Keywords: Promotions, Business, Brand, Products, Price, Consumer.