

Role of Relationship Marketing in Sustaining Consumer Loyalty in the Cable Television Sector

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Abstract

For sustainable customer loyalty in the cable television sector, in a highly competitive environment is crucially led by relationship marketing. With alternatives such as OTT platforms, cable operators, Broadband connections, and smart TV this industry must focus on long-term customer relationships rather than short-term transactions. This study examines how customer loyalty can be influenced with key relationship marketing practices—such as service quality, trust, communication, complaint handling, customer engagement, and customer-service provider relationship. To improve customer satisfaction and reduce churn, values must be perceived with emotional bonds, which must be created and fostered. The abstract highlights that sustainability in consumer behaviour and loyalty can be fostered with effective relationship-oriented strategies that enable cable television providers to retain their subscribers, strengthening the brand commitment, and ensuring sustainable growth in a rapidly evolving media platform and environment.

Keywords: Relationship Marketing; Consumer Loyalty; Cable Television Sector; Customer Satisfaction; Service Quality; Trust and Commitment; Customer Retention.

I.INTRODUCTION

Traditionally, the cable tv industry has been a dominant medium for the distribution of entertainment. This conventional broadcasting model has been changed with the emergence of digital streaming platforms, such as high-speed Internet connectivity and customer Lifestyle change. Due to this customer's demand, today has changed to be personalised, on demand and flexible viewing patterns. This has made a prominent change in the cable television industry, where the providers are facing declining loyalty of customers and an increase in customer switching behaviour.

Acquiring new subscribers is expensive in a competitive environment, making customer retention critical and contentious. A sustainable solution, which focuses on long-term engagement, can be attained through relationship marketing, which fosters long-term trust, customer engagement, the building of trust, and customer satisfaction rather than short-term transactions. This study explores how the cable television services can ensure viability in the long term through relationship marketing practices that influence the sustainability of loyal customers.

Review of Literature

The ongoing interaction between customers and firms can be emphasised through relationship theory of marketing. Trust and commitment in serving stands to be the foundation for enduring a relationship in service industries have been commented by many scholars. Researchers have found that the customer retention in telecommunications sector can be effectively achieved through Communication and service quality.

Now a days, convenience and personalization has made a shift in customer expectations, which has been revealed by the studies on consumption of digital media. Relationship marketing practises help organisations to adapt these changing expectations through CRM systems, loyalty programmes, and proactive-reactive service support. Long term loyalty can be influenced more stronger than price through emotional connectivity and perceived value.

Research Objectives

1. To analyse the purpose of relationship marketing and customer engagement in the cable television sector.
2. To identify the dimensions of key relationship marketing which influences consumer loyalty.

3. To examine the expectations of consumer in the digital entertainment environment.
4. To propose strategies for sustaining long-term customer relationships

Research Methodology

Descriptive and Conceptual research design has been adapted in this study. Academic journals, industry reports, and marketing research publication has served as a source for secondary data collection.

Relationship marketing constructs trust, commitment, communication, service quality, and personalization are analyzed in relation to consumer loyalty outcomes including satisfaction, retention, and advocacy behavior.

Relationship Marketing in the Cable Television Sector

The major focus of relationship marketing is to create a long term and sustainable value through continuous customer engagement. In services such as cable tv this kind of consistency can be achieved through proper service delivery, transparent billing, being responsive to customers, providing support and personalization of content offerings. In cable television services, this involves consistent service delivery, transparent billing, responsive customer support, and personalized content offerings. Traditionally, local cable operators maintain a strong relationship with the customers through community building, which remain a unique competitive advantage in that sector. Expansion of relationship marketing through mobile application, automated service support system and personalized subscription package are becoming evident nowadays through digitalization.

Key Dimensions Influencing Consumer Loyalty

- **Trust:** To gain the confidence from the customers. The service providers have to rely on reliable signal quality and transparent rising method.
- **Commitment:** Providing Service quality improvement, demonstrating organizational dedication to the customers, and keeping the customers continuously engaged are the factors which shows the commitment.
- **Communication:** Relationship with the customers can Strengthened and enhanced through Timely updates feedback mechanisms and interactive platforms.
- **Service Quality:** The satisfaction level of the customers will get affected with the technical Reliability and significantly through quick problem Resolution.
- **Personalization:** Perceived value can be enhanced by providing customized bundle of channels and offering the targets.

Impact of Relationship Marketing on Consumer Loyalty

Customer churn can be reduced through paying attention to emotional attachment relationship marketing and perceived value. Satisfaction of customers play a significant role in renewing subscriptions and recommending services to others. Marketing costs can be lowered and profitability can be improved through long-term relationships. In this digital era, loyalty can be attained through availability of content and on overall customer experience.

Hypotheses Development

H1: Positive influences on consumer satisfaction in cable television services are achieved through trust.

H2: Quality of Communication significantly affects the loyalty of customers.

H3: Service quality creates a positive impact on perceived value.

H4: Consumer satisfaction plays a mediating role in the relationship between marketing and loyalty.

H5: Contributes to long-term sustainability of cable television operators can be obtained through consumer loyalty.

Conceptual Framework

The framework proposed in this paper links relationship marketing dimensions such as trust commitment, communication service quality and personalization with satisfaction and loyalty of customers. These outcomes significantly Contribute Ecosystem of digital entertainment.

Managerial Implications

Cable operator should implement systems such as CRM, service reliability investment, customer service personnel training, and introduction of flexible subscription models. Consumer preferences and delivery of personalized experiences can be monitored in this digital era through digital engagement platforms.

Challenges and Future Directions

The main challenges to the Cable tv service providers are the rising OTT competition, technological investment cost, and shift in the consumer behavior. Future research on empirical analysis of the survey data and comparative study on cable And OTT platforms Future research may include empirical analysis using survey data and comparative studies on cable and streaming platforms.

II.CONCLUSION

A vital role in sustaining loyal customers in the cable television sector has been played by both relationship marketing and perceived values. This can be achieved through focusing on factors such as trust, customization, personalized service delivery, responsive service support, strengthening customer relationship which tend to remind them competitive in the digital environment amongst digital disruption. Formulation of Relational strategies, which can Exists in long term Are essential? In case for ensuring the sustainability in the evolving media environment.

III.REFERENCES

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