

ABSTRACT

The overall objective of this study was to examine the relationship of CRM (or relationship marketing approach) toward brand loyalty by dividing CRM's strategy into 4 strategies, core service strategy, relationship customization strategy, service augmentation strategy and relationship pricing strategy. CRM or relationship marketing approach has come into a consideration of the marketers since 1983 and it's widely accepted that this is a paradigm shifted. It is the future trend which all firms should pay special attention to and adopt the concept into their organization. It has been realized that the ultimate purposes of CRM is to fasten relationship and to create customer's loyalty.

The theoretical framework comprised of four strategies related to CRM as an independent variables and brand loyalty of the current users of AIS as a dependent variable. The questionnaires have been prepared in two versions, English and Thai language. The objective of the questionnaire was to acquire the AIS' users perspective on the relationship of four strategies related to CRM toward their brand loyalty. The questionnaire consisted of nineteen questions which has been designed accordance with the conceptual framework. The respondents are AIS' users in AIS shops in 6 department stores in Bangkok. Three hundred and eighty four sets of questionnaires were distributed to respondents in the sampling frame.

Research methodology used for this research was descriptive research while Spearman ranking has been used in analyzing the relationship between four strategies and brand loyalty. Alpha coefficient has been used to analyze the reliability for all independent variables and dependent variable. Finally, all research hypotheses were tested at 0.05 level of confidence.

The result of this research was manifestly reflected that all four strategies have relationship with brand loyalty in different level but overall relationship is considered weak. The highest relationship strategy is *core service strategy*, 0.366, while *relationship pricing strategy* has the lowest relationship, 0.206. This mean that the firm should pay more attention to *core service strategy* due to it has the higher

relationship than other strategies. However, due to overall relationship is considered low, 0.2595, hence, in order to make best use of this result, AIS should develop the further study to see whether it is because the users are not care on relationship marketing or the firm did not provide the programs that match to the customer's mind.

