

How do offline and online environments matter in the relational marketing approach?

Gómez M.

González-Díaz B.

Martín-Consuegra D.

Molin A.

The goal of this study is to analyse the relational benefits that the clients of banks, insurance companies, and travel agencies receive according to whether they maintain an offline or online relationship with the company. The development of an index, called the Relational Benefits Index, allows for a comparison of differences that arise between the measures of confidence benefits, social benefits, and special treatment benefits. The results demonstrate significant differences according to the type of service business and channel used, affecting the importance that consumers place on the offline channel when they want to maintain a stable relationship with a service business. © 2017 The Author(s).

MANOVA

Offline

Online

Relational marketing

Service business

banking

electronic commerce

information technology

insurance industry

Internet

marketing

service sector