

CUSTOMER LOYALTY – SPECIFIC FEATURES OF RETAIL ACTIVITY IN BUCHAREST

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ABSTRACT: Although the consumer behavior in the field of consumer goods industry represents a relatively common area of interest in nowadays scientific literature, their loyalty is part of a research area insufficiently studied at the level of Romanian market. Authors aim to investigate throughout a quantitative marketing research issues regarding customer's loyalty for a well-known supermarket chain in Bucharest.

The findings may have a wide range of applicability, the identified variables and highlighted features could form the basis for substantiation of marketing strategies aimed for customer loyalty. Current customers in the specific urban environment of Bucharest show great sensitivity to offer, location, daily shopping basket, etc, while there are at the same time prerequisites for a loyal type behavior.

Key words: customer loyalty, retail chain, marketing strategies

JEL codes: M31, D12