

## Abstract

Project title: Maximizing Marketing Customer Retention through E-marketing:  
A Study of Sports Service Company

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Degree: Master of Business Administration (International Business)

Number of pages: 60

The aim of this study is to explore key e-marketing strategies and activities contributing to customer retention. The study took place between October 2013 and February 2014. The main target is on people who play golf and use golf related websites to look for information, help and to discuss the matters how to improve themselves. 130 respondents participated in this research by three different ways, questionnaire (75), online discussions (50) and in-depth interviews (5).

Findings highlight that most respondents were males (92%) and their aged between 30-46 years old (56%). The main activities that help business to build up customer retention include trust and honesty (87%). Communication, selling and reciprocity are ranked equally important by 79-80% of respondents.

According to the in-depth interviews, it was found that customer retention for online business is difficult and customer loyalty is not easy to build. Part of the reasons is that the substitution cost for customer from one provider to another is almost zero. It takes no money and not much effort to change the seller and therefore a good and solid e-marketing strategy is very important.

Trust and honesty is something that consumers look for as well as good communication between the consumer and business. They want to feel like they are important for the company. E-marketing should be made as personal as possible to make the consumer

feel special. Reciprocity and electronic public relationships are very important to lift you up from the mass.

Customer support is increasingly important and also easily available to online businesses.

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