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CUSTOMER ORIENTED MANAGEMENT OF ORGANIZATION IN THE MARKET OF RESTAURANT SERVICES

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Abstract. The article is devoted to the issues of organization management based on the model of the marketing complex "4C". The essence of the 4C model and its modifications in modern conditions are considered. It was revealed that the 4C model shows high efficiency of application in the markets of consumer goods and services in order to increase customer loyalty to the organization, allows to implement a customer-oriented approach to managing relationships with consumers. The object of the study was the restaurant of the premium segment "BARBORIS" (Yekaterinburg). Based on a survey of regular customers and the use of statistical data analysis methods, the most significant factors of consumer loyalty were identified: the location of the restaurant, customer satisfaction with the service, the presence of the restaurant in social networks and the regular filling of the page with educational materials. It is established, using regression analysis, the relationship between the growth of customer loyalty and the presence of a bonus system in the restaurant. The directions of management decisions were formulated to improve restaurant management by using client-oriented approach to creating long-term relationships with customers. As an element of scientific novelty, we bring to attention the proposed method of surveying consumers based on the 4C model.

Keywords: marketing mix; 4C model; loyalty; regular customers; restaurant services; NPS.

JEL codes: M30; M31.

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