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THE INTERRELATIONSHIP BETWEEN LOGISTICS AND CUSTOMER LOYALTY UNDER MARTIAL LAW

Summary

Problem statement. In today's world, where competition between companies is growing every day, ensuring high customer loyalty is becoming an important component of business success. Consumer loyalty allows companies not only to attract new customers but also to retain existing ones, which guarantees a stable revenue stream and a positive reputation. In this context, logistics, which is responsible for managing the movement of goods and services from suppliers to consumers, plays an important role in building customer loyalty. Inefficient logistics can negatively affect the perception of a company by consumers and reduce their loyalty. The study of a strategic approach to optimizing logistics processes and ensuring the quality of customer service is an urgent problem that needs to be addressed. The purpose of the study is to analyze the impact of logistics on customer loyalty and determine a strategic approach to optimizing this relationship.

In writing the article, the following methods were used: the method of comparison, which allowed to process theoretical studies of domestic and foreign scientists, to identify common trends and prospects for the development of the issue; the analysis and synthesis method - to study the impact of individual elements of the logistics process on consumer loyalty, to establish the relationship between them and the level of consumer loyalty; the generalization method - to determine strategic approaches to optimizing the relationship between logistics and consumer loyalty; the abstract and logical method - for generalizing and formulating conclusions about the interaction of logistics and consumer loyalty, identifying the deep connections between these two areas.

The study has shown that a strategic approach to the relationship between logistics and customer loyalty is to understand the needs and expectations of customers and implement logistics solutions to meet them, namely, improving supply systems, increasing

the availability of goods, improving customer service and applying innovative technologies to improve the efficiency of logistics processes.

The article provides recommendations on a strategic approach to expanding the relationship between logistics and customer loyalty. The authors emphasize the importance of integrating logistics systems with marketing efforts to create an effective system that maximizes customer satisfaction and ensures a high level of loyalty.

Keywords: consumers, loyalty, customer loyalty, logistics, service, marketing, strategic approach.

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