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RELATIONSHIP MARKETING IN LOGISTICS CHANNELS**МАРКЕТИНГ ВЗАЄМОВІДНОСИН У ЛОГІСТИЧНИХ КАНАЛАХ****Maksiutenko I.E./Максютенко І.Є.***s.e.s., as.prof./к.е.н., доц.*

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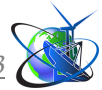
Abstract. *The study examines the concept of relationship marketing in logistics channels as a strategic tool for increasing the efficiency of interaction between supply chain participants. The main prerequisites for the relevance of the topic are identified, in particular, digital transformation, globalization of markets, increased customer expectations for speed, transparency and quality of service. The authors emphasize the importance of long-term cooperation, integration of digital technologies and personalization of logistics solutions.*

Key relationship marketing tools are analyzed, including CRM systems, ERP, TMS, automated communication channels, Big Data, and reverse logistics. The importance of flexibility in order fulfillment, the development of last-mile delivery, and building a service around the customer are highlighted. An integration model combining the 7R marketing concept and the 7R logistics concept is presented, demonstrating the synergy of the two approaches.

The study concluded that relationship marketing in logistics channels contributes not only to the optimization of operations, but also to the creation of a competitive advantage due to high quality service, mutual trust between partners, and the ability to quickly adapt to changes in the market.

Keywords: *marketing relationships, logistics channels, CRM systems, feedback logistics, digital transformation, customer service, personalization.*

The relevance of this study is due to the fact that modern logistics systems operate in difficult conditions associated with the globalization of markets, as business increasingly works with international partners, which requires clear coordination. The general increase in competition requires companies to find ways to optimize logistics,



reduce costs and increase efficiency . Implementing a general digital transformation through process automation and the use of Big Data will change the ways in which logistics chain participants interact. Customers expect fast service, which requires adaptive and effective cooperation of all partners, and therefore there is a need for flexible interaction. In addition, there is a change in customer expectations - end consumers seek transparency, speed of delivery and a responsible attitude of companies to the environment and social responsibility.

To ensure effective interaction between participants in the logistics chain, companies use various relationship marketing tools. They help to establish communication, automate processes, improve customer service and create long-term partnerships. CRM systems help manage relationships with customers and partners by storing information about customer transactions, communications, and preferences. Relationship marketing in logistics channels relies on modern digital technologies that allow you to optimize processes, improve communication and create strong long-term relationships between all market participants. The use of CRM, ERP, TMS, IoT and Big Data allows you to increase logistics efficiency, reduce costs and improve the quality of customer service.

Thus, relationship marketing in logistics channels helps companies build long-term partnerships, minimize risks, and improve service quality.

Analysis of recent research and publications.

The monograph by Prof. I.L. Litovchenko presents results of a comprehensive study theoretical foundations of marketing and logistics activities of export-oriented enterprises. The methodological foundations and practice of modern marketing are analyzed and highlighted. activities economic entities of Ukraine and world in the context of the movement towards a digital economy [1] .

The study by V. M. Bondarenko outlines the directions of effective business management based on the interaction of marketing and logistics, reveals the relationships between logistics and marketing in the context of economic development, and studies the features of the mechanisms for implementing economic activity with the combined use of logistics and marketing tools [2].



Researchers Shkorin I., Korzh M. proposed an innovative approach to improving marketing systems in context granting logistic services , taking into account modern global economic trends . They developed an original approach to optimizing marketing tools to increase the competitiveness of logistics services at the international level [3].

Main material. Relationship marketing is a strategy aimed at creating and maintaining long-term partnerships between participants in this case, the logistics chain. This allows you to increase the efficiency of supply, reduce costs, optimize processes and ensure business stability. Relationship Marketing in Logistics Channels is a strategic approach to managing the interaction between all participants in the supply chain: manufacturers, suppliers, carriers, distributors, retail chains and end consumers.

This approach focuses on long-term relationships, rather than one-time transactions, which allows you to reduce costs, increase efficiency and ensure stable business development.

The main aspects of relationship marketing in logistics are presented in Fig. 1.

If we consider each of these components separately, it should be noted that building long-term partnerships is associated with cooperation with suppliers, carriers, distributors based on trust and mutual benefit. In particular, the use of contracts with flexible terms is a guarantee of ensuring the stability of supplies, and the exchange of information contributes to increasing the efficiency of logistics processes.

If we consider the integration of logistics processes, it should be noted that the use of modern technologies (ERP, CRM, WMS) will contribute to the automation and synchronization of operations, and the coordination of production, warehousing and distribution will allow for cost reduction and improved service.

Personalization of services will contribute to the adaptation of logistics solutions to customer needs, as well as the expansion of the provision of additional services, such as cargo tracking, express delivery, and after-sales service.

The application of loyalty and feedback management is possible by introducing loyalty programs for partners, in particular, it is advisable to use analytics to improve logistics operations in order to promptly respond to partner requests and problems.

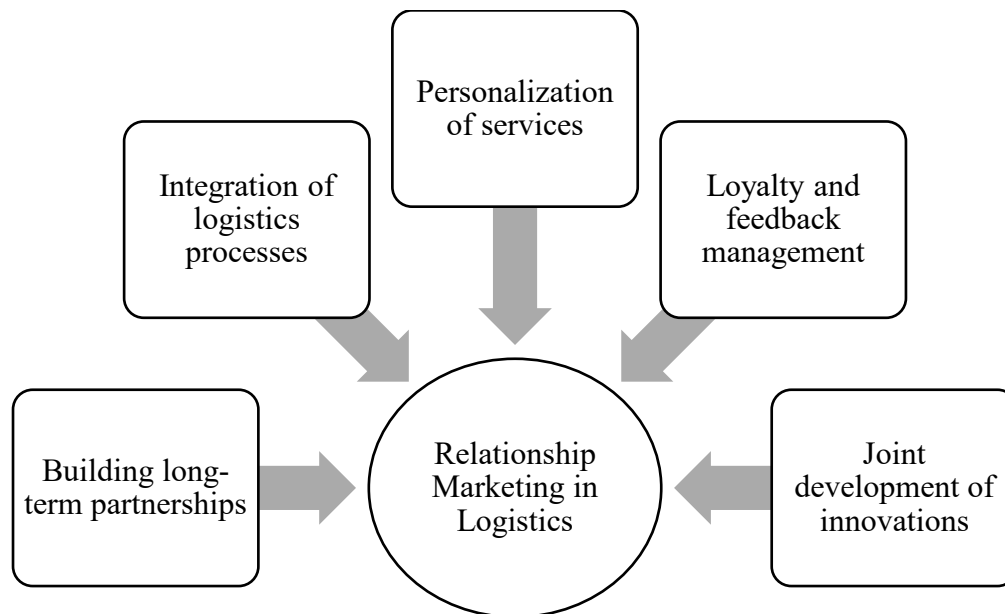
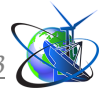


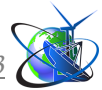
Figure 1 - Main aspects of relationship marketing in logistics

Formed by the author

Joint innovation development involves the implementation of environmentally friendly logistics solutions (green logistics), as well as the use of Big Data and AI for demand forecasting and route optimization. The development of omnichannel sales with high-speed logistics processes also plays a major role here.

The application of relationship marketing in logistics channels allows the marketing concept of companies to be integrated into the concept of logistics management “7R” (4R + people, process and physical evidence) into the concept of logistics management “7R”, which implies that the product must be right, delivered in the right place, at the right time, in the right quantity, with the right condition and at the right cost, Fig. 2.

Creating a system of interaction between marketing and logistics that would meet the capabilities and requirements of small businesses is becoming one of the key factors ensuring the achievement of high results of the company's activities. However, in practice, the interaction of marketing and logistics is often accompanied by a number of problems and contradictions that reduce the magnitude of both the effect of joint activities and the effect expected from efforts in each of these areas separately. Incoherence of actions, lack of information, unwillingness to recognize the priority of



one of the areas - all this and much more become obstacles to effective interaction between marketing and logistics.

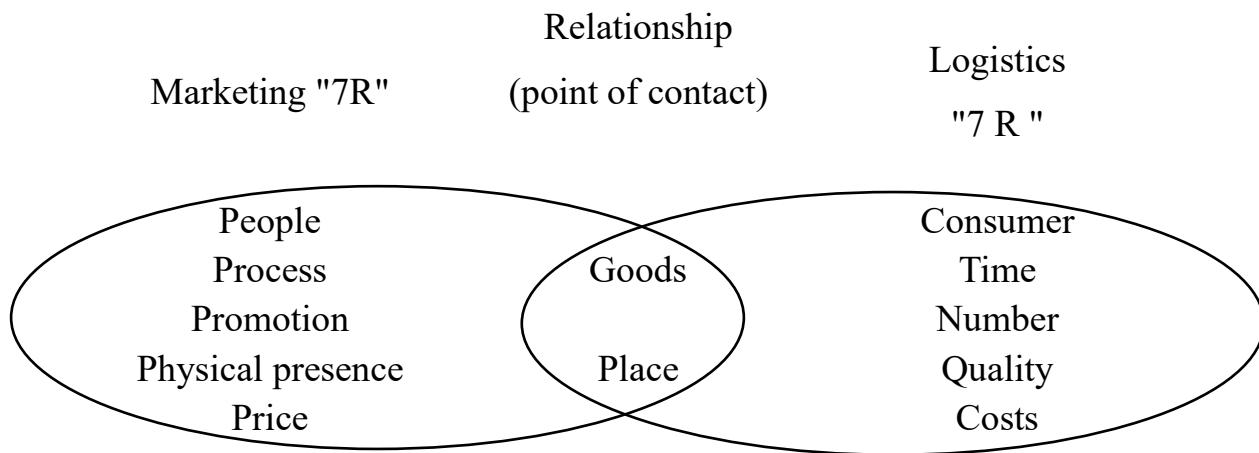


Figure 2 - Integration of relationship marketing in logistics channels

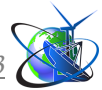
Based on [2]

The main advantages of relationship marketing in logistics channels can be highlighted:

- ✓ Cost optimization and efficiency improvement.
- ✓ Reducing supply risks.
- ✓ Improving customer service.
- ✓ Formation of long-term competitive advantage.

At the same time, the main components of relationship marketing in logistics channels can be both the selected interaction strategies and the nature of the relationships between channel participants. Among the interaction strategies, the following can be distinguished:

- ❖ Strategic partnership: concluding long-term contracts with suppliers for stable supplies.
- ❖ Collaborative planning: integrating suppliers into company processes through ERP (Enterprise Resource Planning) systems.
- ❖ Information exchange: ensuring transparency through electronic data interchange (EDI).



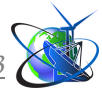
When managing relationships with transport companies, the use of logistics outsourcing (3PL, 4PL) plays a special role. Here it is important to clearly understand the amount of communication that is built both in the 3PL model and when the company transmits part or all your logistical operations outsider to the performer , as well as in the 4PL model, where the provider manages all over the company's logistics network and independently selects 3PL partners and also coordinates all processes, optimizes supply chains. Route optimization using Big Data and AI improves the quality of such relationships and increases the efficiency of implementing digital platforms for real-time delivery monitoring.

In collaboration with distributors and retail chains, relationship marketing in the logistics channel is implemented through coordinated logistics to reduce storage and transportation costs , the use of omnichannel logistics (integration of online and offline channels), and the use of demand analytics for effective inventory management.

Based on the fact that marketing relationship is strategy focused on long-term partnership with the client instead one-off transactions . In logistics channel it means not just delivering goods, but building stable , high-quality communication and mutual understanding with the ultimate Consumer . Companies no longer just “deliver,” they “create experiences,” which builds loyalty and trust. The key elements of such interactions are:

1. Flexibility in order fulfillment (especially the “last mile” and personalization). In relationship marketing, it is important to meet the individual needs of the customer. This is where flexible logistics plays a key role, because the “last mile” delivery is the most sensitive part of logistics, when the order gets directly into the hands of the consumer. Its quality directly affects the impression of the brand. Personalized solutions (for example, choosing the delivery time, type of packaging, informing through favorite communication channels) are a way to show attention to the customer, which forms an emotional connection. As a result, satisfaction customers, with growing level repeated orders , is being created positive image the company as " humane " and attentive .

2. Automation communications (chatbots, CRM systems). Modern clients are



waiting fast , convenient and transparent communication . Automation allows you to ensure this at a high level, because chat bots respond instantly , inform about delivery status, help with returns , accept change addresses etc .; and CRM systems allow save the whole story interactions from client : what he bought , how often, how did you react to previous ones proposals - and based on this offer relevant services.

From the perspective of relationship marketing, the company communicates with the client as a person, not as a " next number"; and automation reinforces trust, because gives predictability and stability. In addition, it improves aftermarket service that has critical importance for loyalty .

3. Reverse Logistics, which is the process of managing returns of goods: from the consumer back to the seller or manufacturer. It is effective reverse logistics (fast returns, easy procedure, possibility of exchange or compensation) that builds customer confidence in the brand. It also demonstrates the company's responsibility, especially if the goods are recycled or recycled (environmental component). As a result, it determines how the company treats the customer's problems, and a well-established returns system transforms a negative experience into a positive one - and even strengthens trust.

Thus, in the system of relationship marketing, logistics ceases to be simply "delivery of goods" - it becomes a key channel of communication with the client, a tool for creating a positive experience, a source of valuable information and a way to form an emotional connection with the brand. "Customer-centric" - this is what unites modern logistics and strategic marketing.

The main relationship marketing tools in logistics channels can be summarized in Fig. 3.

The approaches and concepts proposed in this study will ultimately enable the reduction of logistics costs through better coordination and effective planning; improving service levels through rapid response to customer needs; strengthening long-term partnerships, which ensures business stability; implementing innovation and digitalization, which will facilitate adaptation to market changes; achieving competitive advantages through better supply chain management.

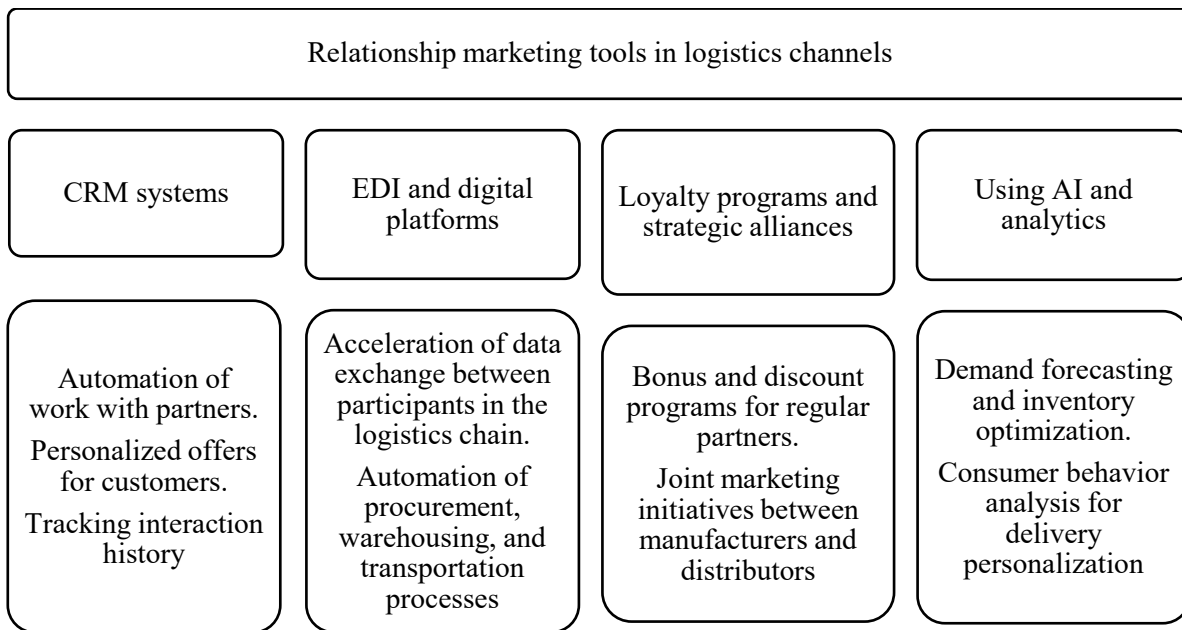


Figure 3 - Main tools of relationship marketing in logistics channels

Formed by the author

Conclusion.

Relationship marketing in logistics channels is not just a strategy, but a necessity in the modern competitive environment. The use of modern technologies, a deep understanding of the needs of partners and customers, as well as effective interaction between participants in the logistics chain allows companies to significantly increase business efficiency and create sustainable competitive advantages. In the modern logistics environment, which is rapidly changing under the influence of globalization, digitalization and growing customer expectations, relationship marketing in logistics channels is gaining key importance. It allows enterprises not only to optimize costs and improve service, but also to form stable partnerships at all stages of the supply chain - from the manufacturer to the end consumer.

The basis of this approach is the desire for long-term cooperation, personalization of service, flexibility in order fulfillment and automation of interaction with customers and partners. The use of tools such as CRM systems, ERP, TMS, chatbots and Big Data analytics allows you to build an effective communication model, increase customer loyalty and adapt logistics services to their individual needs. A special place is occupied by reverse logistics, which is transformed from a problem area into a tool for building



trust in the brand .

Combining the “7P” concept of marketing with the “7R” principles of logistics ensures harmonious supply chain management, emphasizing the importance of the right product, at the right time and in the right place — but with a human face, where the customer is at the center of attention. This approach creates synergy between marketing and logistics, ensuring not only efficient operations, but also a strategic advantage in the competitive environment.

Thus, relationship marketing in logistics channels is not just a tool for increasing efficiency, but a concept that forms a new quality of interaction between all market participants, promotes the development of innovations, and allows enterprises to create stable competitive positions in the global environment.

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Анотація. У дослідженні розглянуто концепцію маркетингу взаємовідносин у логістичних каналах як стратегічного інструменту підвищення ефективності взаємодії між учасниками ланцюга постачання. Визначено основні передумови актуальності теми, зокрема цифрову трансформацію, глобалізацію ринків, підвищені очікування клієнтів щодо швидкості, прозорості та якості сервісу. Автори акцентують увагу на важливості довгострокової співпраці, інтеграції цифрових технологій та персоналізації логістичних рішень.

Проаналізовано ключові інструменти маркетингу взаємовідносин, зокрема CRM-системи, ERP, TMS, автоматизовані канали комунікації, Big Data та зворотну логістику. Висвітлено важливість гнучкості при виконанні замовлень, розвитку доставки «останньої милі» та побудови сервісу навколо клієнта. Представлено інтеграційну модель поєднання концепції маркетингу «7P» і логістики «7R», що демонструє синергію двох підходів.

У результаті дослідження сформульовано висновок про те, що маркетинг взаємовідносин у логістичних каналах сприяє не лише оптимізації операцій, а й створенню конкурентної переваги завдяки високій якості обслуговування, взаємній довірі між партнерами та здатності до швидкої адаптації до змін на ринку.

Ключові слова: маркетинг взаємовідносин, логістичні канали, CRM-системи, зворотна логістика, цифрова трансформація, обслуговування клієнтів, персоналізація.