



*The Role of 4Rs Marketing Mix in Enhancing Customer Trust through a
Relationship Marketing Approach: A Conceptual Model*

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Received: 09 /08 / 2022

Accepted: 30 /03 / 2023

Published: 30 /04 / 2023

Abstract:

The purpose of this paper is to define the positive role of 4Rs marketing mix as a new paradigm to enhance customer trust, by clarifying this role and tracing its sources, which are the 4Rs marketing mix elements, its core competencies and the results of its application as important determinants and antecedents for building and developing trust. All this in light of the relationship marketing approach based on foundations (communication, interaction and personalization). Where its results were summarized within the framework of a conceptual model that explains the relationship between the research variables that feed the customer's trust and enhance its levels.

Keywords: *Communication, Customer Trust, Interaction, Personalization, Relationship Marketing, The 4Rs Marketing Mix.*

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I. INTRODUCTION

Marketing theory is an applied science; it focuses on the marketing activities of the company as a research goal (Hou, 2018), and marketing mix is one of its basic concepts (Rafiq & Pervaiz K. Ahmed, 1995). For decades, the marketing mix has been a tool used for effective marketing (Londhea, 2014). It is an important factor that influences the purchasing decisions of customers (Astuti, Silalahi, & Wijaya, 2015). Defined as a set of marketing tools that aim to fulfill a customer's needs and build customer relationships through integration between them (Sama & Ratih, I. A. B, 2017). Thus, the marketing mix not only aims to influence the purchasing decision, but also aims to establish relationships with customers. This is due to the business environment in which competition between companies has become more intense and fierce, as there has become an urgent need to build relationships based on trust between all partners and with customers in particular. In this context, the researchers (Morgan and Hunt, 1994) suggest adopting the relationship marketing approach as an ideal solution for competitive-oriented companies. Based on this, it has become necessary to search for another model of marketing mix through which companies can achieve effective performance in line with the changes in the market, which impose more attention on relationships with customers that require trust as a first basis. In this regard, many previous studies have found a positive relationship between the 4Ps marketing mix and trust (Sama & Ratih, I. A. B, 2017).

Therefore, it should be noted that the purpose of this paper is to explore the role of 4Rs marketing mix as a new model in enhancing customer trust through relationship marketing with designing a conceptual model that illustrates the relationship between all variables. The paper first describes the basic concepts of the 4Rs marketing mix as a new tool that has an effective role in influencing customers in general; and within the framework of relationship marketing in particular. Second, to shed light on trust as the basis very important variable in the relationship between the company and customers. Third, to identify the pillars of relationship marketing and their relationship to the concept of trust customers. Finally, try to understand how this model affects customer trust through the core competencies associated with components of the 4Rs marketing mix. All this is evident in a conceptual model that summarizes what has been achieved by relying on literature, research and studies related to the subject of the study.

II- The Marketing Mix in the relationship marketing approach: from 4Ps to 4Rs :

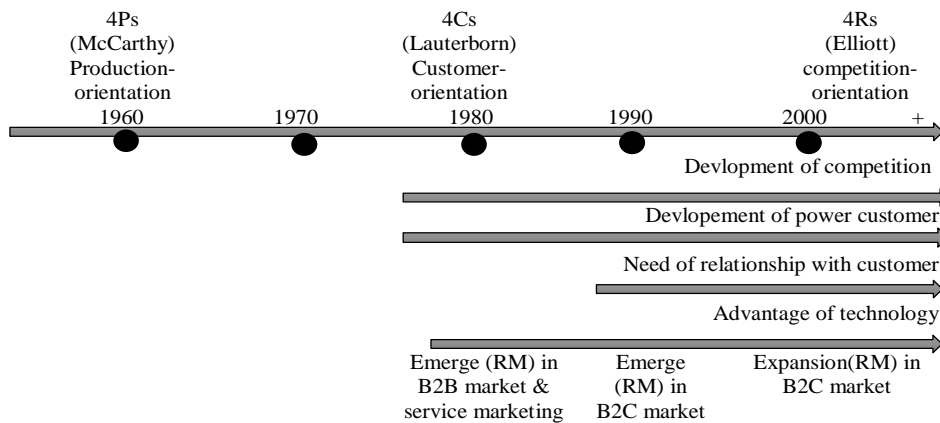
The researcher (Londhea, 2014) has indicated that the marketing thinkers worked to explore new theoretical approaches and expand the range of the marketing mix concept to fit the changes in customers and organizational attitudes. Relationship marketing (RM) is one of these modern approaches. Where Kotler (1992) stressed the need to pay attention to building relationships as a long-term goal for companies and not be satisfied with transactions that reflect the achievement of short-term goals only (Grönroos, 1994). Jackson (1985) defined relationship marketing as defensive strategies to retain customers (Baron, Conway, & Warnaby, 2010). This concept has been developed in three stages, as follows (Baron, Conway, & Warnaby, 2010):

- The late 1970s and early 1980s, RM emerged as an alternative paradigm for B2B and service marketers; where interactions and relationships are important.
- The late 1980s; Technological developments have led to the proposition of relationship marketing as an approach in the B2C markets; where the companies can personalize customer interaction through use of customer databases despite concerns about privacy infringement.
- The mid-1990s and into the early 2000s, there was a significant expansion of the search for RM especially in the B2C market, and identifying possible ways to build relationships and a strong interest in developing relationships.

This concept (RM) is still expanding and developing continuously, as the need for it arises from the changing dynamics of the global market and the changing requirements for competitive success (Constantinides, 2006). This approach is achieved through mutual exchange and fulfillment of promises, making trust an essential and important aspect of marketing (Grönroos, 1994). Therefore, many researchers are constantly trying to find new and more

effective marketing tools, enabling companies that adopt the concept of relationship marketing as a strategy and framework to achieve better market performance and establish a solid relationship with their customers. In this regard, McCarthy (1960) expressed the existence of an unlimited number of marketing mix strategies (Goi, 2009). According to (Hou, 2018) the most popular marketing mix since 1932 is the 4Ps, the 4Cs, the 4Rs. Where the figure (01) shows the relationship between the marketing mix within the strategic orientations and the concept of relationship marketing to the factors of its emergence and development.

Fig.(01): The most popular marketing mix models with the evolution of the relationship marketing approach over time.



Source: Authors treatment based on references (Baron, Conway, & Warnaby, 2010; Hou, 2018).

For more understanding and clarification of the reasons for the changes and expansion of these theoretical approaches. We begin with the 4Ps traditional marketing mix. Proposed by McCarthy in 1960; it represents a cornerstone of the modern marketing mix (Londhea, 2014). This concept has been associated with Production-orientation definition of marketing (Goi, 2009; Izakova, Kapustina, & Sysoeva, 2018), Where the marketing mix 4Ps is viewed from the supplier's perspective, not from the customer's perspective (Londhea, 2014). However (Grönroos, 1994) stressed that the 4Ps marketing mix is not applicable in all markets and all types or marketing situations, and considered this mix as a "problem". In addition, there have been indications of a failure of the production orientation approach as marketers shifted their attention to the consumer orientation approach which negatively affected the efficiency of the 4Ps marketing mix (Goi, 2009; Lin & Wei-Tsong Wang, 2015). More than that, according to (Elliott, 2002) the failure of the 4Ps to communicate with customers is one of the main reasons for marketing impotence. In the context of Relationship Marketing, the vast majority of authors clearly state that 4Ps cannot be the basis of a retention-marketing framework (Constantinides, 2006).

In the 1980's the USA researcher Lauterborn proposed 4Cs theory as the marketing mix based on customer-orientation (Lin & Wei-Tsong Wang, 2015; Izakova, Kapustina, & Sysoeva, 2018; Chen, Zhang, & Xiang, 2017; Londhea, 2014). Which focuses on customers' satisfaction by influencing their demands and willingness (Liu, Liang, & Lin, 2018). This is done by converting product into customer solution, price into cost to the customer, place into convenience, and promotion into communication (Goi, 2009). Also, The researcher (Constantinides, 2006) considered it as a marketing model that corresponds to the concept of relationship marketing in addition to other models suggested by researchers. In contrast, in the early 21st century, competition has developed in the market, so that the 4Cs gradually became unable to suit these marketing situations (Hou, 2018; Liu, Liang, & Lin, 2018), which combines the fulfillment of customers' needs and their suitability with support of contact points and reduced costs for profitable relationships (Ren, Wu, Liu, & Ly, 2018). Thus, the 4Cs and 4Ps lacked competition-orientation (Liu, Liang, & Lin, 2018). Based on these shortcomings, the scientist American (Elliott, 2002) presents the 4Rs marketing theory:

- Relation between the company and its customers.
- Retrenchment as the way for proximity for the organization and client; the demand technology and consumption way.
- Relevancy as a correspondence the brand value with the product purchase motivation and the customers.
- Reward as the way for long-term meeting their preferences and needs.

The 4Rs marketing mix is one of the new tools that marketers need to learn to master and define it as a new marketing toolbox designed to replace the 4Ps on which generations of traditional marketing have relied (Elliott, 2002), it is one of the advanced marketing theory (Liu, Liang, & Lin, 2018). Schultz proposed a similar model (2004) proposed four tools: Relevance between the producer and the customer; requiring a clear conformity of the products to the customers' requests, Respond to market changes, Relations with customers based on the fulfillment of promises, Reward from the customer for the received value, expressed in further cooperation (Izakova, Kapustina, & Sysoeva, 2018).

The 4Rs Marketing mix, the most suitable for companies with a competitive orientation (Hou, 2018; Li, 2020; Huan, Renshu, & Chun, 2020; Chen, Zhang, & Xiang, 2017; Lin & Wei-Tsong Wang, 2015). This competitive orientation refers to “the extent to which a company will go to differentiate itself from competition by product differentiation and attention to the continuous competitor moves and adequate responses to these moves” (Svendsen, Haugland, & Gronhaug, 2011).

Moreover, researchers (Huan, Renshu, & Chun, 2020; Liu, Liang, & Lin, 2018; Ren, Wu, Liu, & Ly, 2018) consider the (4Rs) as “combination of 4Ps and 4Cs theories” and it has stronger validity and availability than 4Ps and 4Cs theory. The 4Rs marketing mix extends and develops the traditional marketing theory (Liu, Liang, & Lin, 2018). It is a perfect marketing theory (Huan, Renshu, & Chun, 2020) that has been put forward based on all the criticisms leveled against 4Ps and 4Cs. In addition, there is a set of benefits and objectives that achieved when applying it: Creating a competitive advantage; developing win-win relationships; increasing customer satisfaction (Lin & Wei-Tsong Wang, 2015). Improving the quality of relation (Kapustina, Izakova, & Drevale, 2018). Establish a long-term and solid relation with customers; improve the speed of market response achieving an important guiding theory for e-commerce marketing (Liu, Liang, & Lin, 2018). Realize the communication with company and customers; implement a low-cost marketing strategy (Huan, Renshu, & Chun, 2020). Actively adapts to the needs of customers; creates demands; builds unique relationships with customers through (association; relationships; response; connects customer feedback; competitive advantage) (Li, 2020). Customers loyalty; establish a stable trust relationship (Hou, 2018).

III- Customer trust:

The changes and transformations in the business environment, which are the most important: the increasing intensity of competition and the rapid technological development in various fields increased the interest of marketing thinkers and theorists in the concept of trust. Since 1987, researchers in marketing have increasingly incorporated trust within their empirical models of channel relationships (Geyskens, Steenkamp, & Kumar, 1998). Where the researcher (Corbitt, Thanasankit, & Yi, 2003) defined trust as a fundamental principle of every business relationship. (Wilson, 1995) States, “Trust is a fundamental relationship model building block”. Thus, the interest in the topic of trust increases when the interest in establishing long-term relationships between the company and customers increases (Ranaweera & Prabhu, 2003).

The researcher (Sichtmann, 2007) believes that trust needs more research in the field of marketing to highlight the theoretical and empirical gaps to bridge it; because it is a complex phenomenon in the field of marketing and still in its early stages. In this context, trust has been studied primarily in the context of relational exchanges (i.e. relationship marketing) either between a buyer and a seller or between a customer and a provider (Jan & Abdullah, 2014). Trust is usually linked to customer expectations concerning the company's capacity to assume its obligations and keep its promises (Nguyen, Leclerc, & Leblanc, 2013). Trust customer

defined as a willingness to rely on an exchange partner with whom one has trust (Moorman, Deshpandé, & Zaltman, 1993). While (Alharthey, 2019) states that, marketing managers are keen to recognize the level of trust or loyalty that will upsurge the customer retention and maintainable improvement and long-term success. Furthermore, trust plays a more critical role in maintaining long-term relationships between customers and companies than any other factor (Molm, Takahashi, & Pet, 2000). The researchers (Ranaweera & Prabhu, 2003) believe that trust, along with customer satisfaction, can be an alternative competitive advantage in a highly competitive business environment.

On the other hand, as a result of the expansion of the use of the Internet by individuals, companies have adopted the concept of e-marketing as a strategy to target their customers and serve them in the virtual market, all of this posed new challenges related to the concept of trust, which is customer trust in websites. Where researcher (Reichheld & Phil Scheffer, 2000) indicated that Trust is the cornerstone of online store customers, as it is a distinct and more important factor than other advantages, including the lowest cost and the widest choice, price.

Besides what was mentioned above about the importance of gaining the trust of customers, the researcher (Reichheld & Phil Scheffer, 2000) emphasized that “To gain the loyalty of customers, you must first gain their trust”. Besides, there are other consequences of gaining customers trust (Castaldo, 2007):

- Reduce the degree of decisional uncertainty;
- Increase the degree of commitment shown by the interested actors;
- Enhance satisfaction level and relationship quality;
- Improve the communication efficiency.

Given the growing importance of customer trust in market relationships, it is important to know the antecedents and sources of this concept. So, according to (Costabile, Raimondo, & Miceli, 2002) customer trust is defined as depicting the reliability of a customer's perspective based on one or more experiences in a sequence of transactions or interactions. Marked by the fulfillment of his expectations of the product's performance and then satisfaction. Where (Selnes, 1998) identified satisfaction as a significant precursor to trust; and pointed out the role of well-timed communication as having a positive effect on both trust and satisfaction. According to (Sichtmann, 2007), many researchers focus on the development of trust through the ability and competence of the resource (expertise) and the provision of a product or service of the expected quality. Hence, we noticed that customer satisfaction is a pivotal and important factor in building and strengthening trust directly, as it can play the role of a mediator between several variables and other marketing concepts and trust (e.g. Communications, experience, expertise, service quality). Equally important, there are other precedents for customer trust "relationship length; Absence of opportunistic behaviors; Cooperative behavior"(Castaldo, 2007).

IV- Relationship marketing as a framework for achieving customer trust:

Relationship marketing is orientated to the long-term (Taleghani, Shahram, & Seyed, 2011). American Marketing Association defined it as “The kind of marketing that its goal is developing and managing long term and trustworthy relationships with customers, suppliers and all others in the market “(Shien & Yazdanifard, 2014). Therefore, there is a positive and reciprocal relationship between the concept of relationship marketing and trust, as indicated by the researcher (Berry, 1995) that relationship marketing is built on the foundation of trust. So, trust is a critical center of successful relationship marketing (Morgan & Hunt, 1994).

It should be noted that, the competitive-orientation combines relationship marketing as the ideal approach to achieve good company performance (Morgan & Hunt, 1994) and the 4Rs marketing mix as a model that basically corresponds to this orientation as we mentioned

previously. Add to that, the researcher (Xiao, 2013) described the 4Rs as “a big step forward in the history of relationship marketing”. Therefore, the 4Rs marketing mix is considered a good marketing model for companies that adopt the concept of relationship marketing. Where a study concluded (Constantinides, 2006) that all the reviewed authors proposed new conceptual frameworks where communication, personalization, and interaction are central. Furthermore, Many researchers (Hou, 2018; Ren, Wu, Liu, & Ly, 2018; Huan, Renshu, & Chun, 2020; Liu, Liang, & Lin, 2018; Lin & Wei-Tsong Wang, 2015; Xiao, 2013; Syaglova, 2017) have emphasized that the 4Rs marketing mix truly reflects and implements the idea of the concept of relationship marketing, with the application the personal approach (Goi, 2009; Izakova, Kapustina, & Sysoeva, 2018). As it was stated in several studies that communication (Chen, Zhang, & Xiang, 2017; Huan, Renshu, & Chun, 2020), interaction (Lin & Wei-Tsong Wang, 2015; Elliott, 2002; Hou, 2018; Li, 2020) and personalization (Chen, Zhang, & Xiang, 2017; Izakova, Kapustina, & Sysoeva, 2018) are critical tools for the effective success of the 4Rs marketing mix. In contrast, these elements have a positive role in customer trust.

- A. Communication:** In relationship marketing, communication means maintaining a connection with value customers, keeping them updated on services and their developments and being in contact with them in case any issues arise (Ndubisi, 2007). Communication leads to trust (Berry, 1995; Castaldo, 2007). It is critical for demonstrating all aspects of trust (Alrubaiee & Al-Nazer, 2010). The effect of good communication in a B2C relationship is to increase customer's trust in the service provider (Jain, Bhakar, & Bhakar, 2014). Anderson and Narus (1990) found communications to be a strong determinant of trust (Selnes, 1998).
- B. Interaction:** Schultz (1966) claimed that all customers need interaction and that the relationship between a business and its customer (Chuang, Tsai, Wu, & Shiu, 2012). Moreover, good interactions with a customer will produce a relationship market by high level of trust (Chuang, Tsai, Wu, & Shiu, 2012). While, Trust is based on continuity in interaction (Papadopoulou, Kanellis, & Martakos, 2001). As concluded (Nicholson, Compeau, & Sethi, 2001) that there is an effect of frequency interaction on trust customers.
- C. Personalization:** Personalization is the capability to customize communication based on knowledge preferences and behaviors at the time of interaction (Jain, Bhakar, & Bhakar, 2014). In other words, personalization is the orientation of companies towards marketing one-to-one, within the framework of a strategy of convenience and customer satisfaction, thus building closer relationships with them. Besides that, a study revealed (Briggs, Simpson, & De Angeli, 2004) that good personalized communication was shown to be vital to the development of trust. In the service field (Ball, Coelho, & Vilares, 2006) proved that the trust of customers are intermediate variable between personalization and loyalty.

V- The 4Rs marketing mix model to enhancing customer trust:

Customer trust is one of the important goals resulting from implementing the 4Rs marketing mix (Hou, 2018). The creation of these strong and persistent relationships is thus the product of applying the model of 4Rs marketing mix (Shien & Yazdanifard, 2014; Izakova, Kapustina L.M, & Vozmilov I.D, 2018).The researcher (Elliott, 2002) suggested eight basic core competencies that contribute to the realization of this four-element model, which are as follows:

- Relationship: service quality, customer experience.
- Retrenchment: technology, convenience.
- Relevancy: expertise, merchandise.
- Reward: stature, time.

5.1. Relationship vs. Trust Customers : It refers to the relationship between the company and its customers, for benefit from the customer relationship strategy, companies must think creatively to make customer service an experience unique , valuable, and memorable through two core competencies (Elliott, 2002):

- A. Quality of service:** In the current era, customer awareness has come to consist of the experience of buying and consuming a product or service together (Elliott, 2002). So, the physical product has also become related to the quality of services, based on the idea of a

"total product" that includes a whole set of services (Kotler, 2017; Elliott, 2002). In the competitive environment, service quality and satisfaction encourage customers to trust which leads to purchase products and services (Alharthey, 2019). This was confirmed by study (Shpëtim, 2012) that service quality positively influenced trust. Moreover, several researchers concluded that trust is built according to consistently high-quality service (La & Choi, 2011).

B. **Experience customers:** trust in organization comes from customer's positive experience that induces them to continue with the relationship (Taleghani, Shahram, & Seyed, 2011). Mostly, trust depends on the experience stratified in the historic memory of individuals (Castaldo, 2007). As well, that past-experience is one of trust antecedents (Morgan & Hunt, 1994). Moreover, (Mayer, Davis, J., & Shourman, D., 1995) discovered that customers rely on past-experience in the trust evaluation process.

5.2. Retrenchment vs. Trust Customers: Retrenchment is a strategy that helps solve the problem; where it entails the direct involvement of the customer instead of an attempt to lure them into a certain service (Elliott, 2002). Technology and convenience are core competencies can be implemented to support a retrenchment strategy (Elliott, 2002):

A. **Convenience:** One main characteristic of convenience is effective in reducing the time and effort a customer spends (Lee, Lee, & Tan, 2015). Convenience is defined as the customer's perceived degree of reducing the cost of time and effort expended in the entire shopping process (Moeller, Fassnacht, & Ettinger, 2009). The study of (Pura, 2005) referred to it as a value provided to customers. Researcher Lauterborn proposed convenience instead of "Place" in the 4Cs marketing mix (Jarad, 2020; Londhea, 2014), because it has a greater impact on buying behavior and seller strategy, and that more competition in the future will revolve around convenience within marketing strategies (Kelley, 1958), it also leads customers to a stronger relationship with the company (Seiders, Voss, Godfrey, & Grewal, 2007). In contrast, inconvenience is one of the bigger elements that cause a customer to leave a relationship (Keaveney, 1995). Hence, convenience results in satisfying experiences and positive perceived value that support feelings of trust customers.

B. **Technology:** According to (Zineldin, 2000) believes that a company that does not keep pace with current technology is very likely to face fierce competition in the market, in front of competitors who have adapted their companies to the latest forms of communication based on technology and modern products and services. Moreover, technology has contributed to the emergence of digital marketing (Jarad, 2020). Also, according to (Zineldin, 2000) making use of the current technology and modern methods of communications increases the likelihood of forming long-term and solid customer relationships. As confirmed by the researchers (Jan, Omar, A., Zain, O.M., & Abdullah, K., 2011) that the use of technology can increase customer satisfaction. Which, in turn, sets a precedent for customer trust (Morgan & Hunt, 1994). Then, the study (Jan & Abdullah, 2014) revealed that there is a significant positive impact of many technology-related factors that are responsible for the success of implementing customer relationship management on trust. Concerning in websites, (Shankar, Urban, & Sultan, 2002) found that the development of information technology supports trust. In the same context, customer trust increases if they are confident of the organizational technologies used by companies (Jarvenpaa, Tractinsky, & Vitale, 2000).

5.3. Relevancy vs. Trust Customers: Relevance refers to "the meaningful relation between two objects under a certain circumstances which are engaged in a common activity and have a purpose" (Lee, Lee, & Tan, 2015). Then, the relevancy strategy is defined as the ability of the institution to strengthen its relationship with customers (Lin & Wei-Tsong Wang, 2015).

A. **Expertise:** makes the company the number one source for ideas and information about the category in which it competes; where it is based on the knowledge that can be transferred whether through people or not (Elliott, 2002). According to (Johnson & Grayson, 2005) expertise is typically assessed in terms of the service provider's level of knowledge and experience concerning the focal service. As the researcher (La & Choi, 2011) believes that a partner's experience or expertise results in an expectation of his credibility by customers that is based on the form of a belief namely "trust". Addition, (Moorman, Deshpandé, & Zaltman, 1993) propose that an expectation of trustworthiness results from the ability to

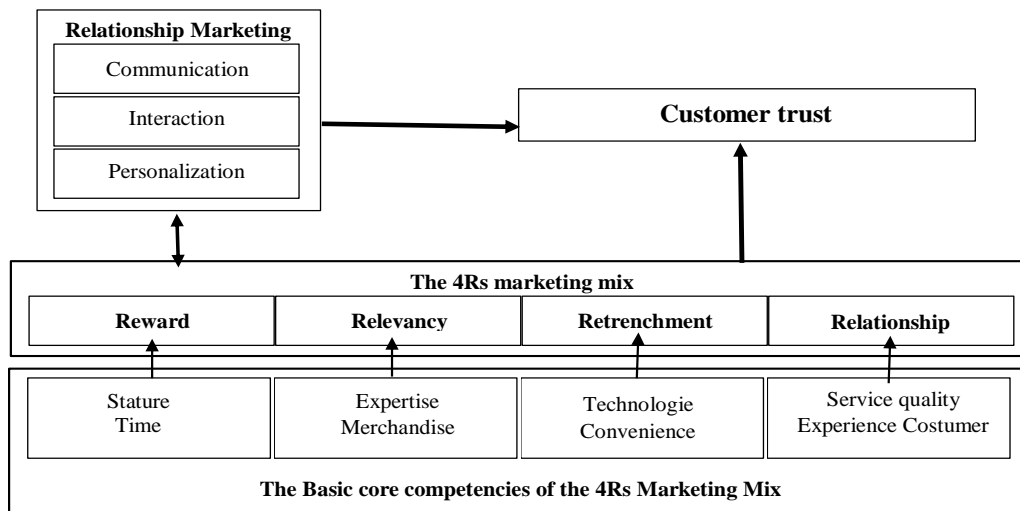
perform (expertise), reliability, and intentionality. Petty and Cacioppo, 1986 anticipate that perceived expertise has a direct effect on cognitive trust (Johnson & Grayson, 2005).

- B. **Merchandise:** “replaces the old P (product)” (Elliott, 2002). Its importance is evident through: if a company’s products/services do not meet the customer's needs and wants, the marketing strategy is defective (Asgarpour, Abdul Hamid, & Sulaiman, 2013). In the demand-driven age, the researcher (Elliott, 2002) believes that companies can succeed if they spend a long time with customers rather than vendors in the laboratory of product development. Additionally, (Anderson & Sullivan, 1993) believe that corporate managers, which match products and services to customers, achieve higher levels of customer satisfaction. Beyond that, many researchers have concluded that trust is built on consistently meeting customers’ needs (La & Choi, 2011).
- 5.4. Reward vs. Trust Customers:** The reward is defined as “strategy built around rewarding customers for doing business with a company” (Elliott, 2002). The reward has become a necessary condition for building and maintaining long-term relationships with customers and not just a motivational tool (Lin & Wei-Tsong Wang, 2015). According to (Elliott, 2002) Based on two Core Competencies: Stature and Time.
- A. **Stature:** refers to being a psychological reward that the customer receives as a result of his acquisition or use of the product/service based on his perceptions (Elliott, 2002). It expresses the high level of prestige when customers receive a great pleasure or positive value from the association with a specific brand or company. This value represents the positive difference between the advantages provided by the company (money, time, and effort) and the cost (Lin & Wei-Tsong Wang, 2015). Customer value can reduce uncertainty, help in building trust, and result in willingness to commit long-term relationships with a company (Moliner, Sánchez, J, Rodríguez, R. M, & Callarisa, L, 2007).
- B. **Time:** refers to “the investment of time in the acquisition and use of the product or service you are offering” (Elliott, 2002)). This element indicates the importance of customers' time as a value with a scarce resource for them, as it represents a decisive factor that gains a competitive advantage for the product /service. This is done according to (Elliott, 2002) through implementing a strategy to save customers' time and a strategy to convert customers' time into moments or an enjoyable interval or values while they obtain or use the product/service.

Consequently, the reward strategy will have a positive effect on behavior customers through customers' perceived value, and more customer satisfaction. The positive value, resulting from the customer perceptions equation between rewards and expenses generates a positive perceived value (Hasan, Kiong, & Ainuddin, 2014). Therefore, According to (Kotler & Keller, 2016) Customer-perceived value (CPV) is the difference between the prospective customer’s evaluation of all the benefits (economic, functional, and psychological) and costs (monetary, time, energy, and psychological). Thus, marketers can increase Customer-perceived value by interesting of stature and time; which were used as an indicator to measure the effectiveness of the reward strategy in the study (Lin & Wei-Tsong Wang, 2015). In this context, the researchers (Moliner, Sánchez, J, Rodríguez, R. M, & Callarisa, L, 2007) assured that the perceived value has a direct positive effect on customer trust. Add to this, the results of the research carried out by (Hossain, Hasan, Kabir, Mahbub, & Zayed, 2019) showed that Customer value greatly influences customer trust.

Based on all of the above, we built a conceptual model that demonstrate the relationships between the 4Rs marketing mix and customer trust in the framework of the relationship marketing concept in Figure (02)

Fig. (02): The 4Rs Marketing mix model for enhancing customer trust through Relationships marketing.



Source: Developed by authors.

Thus, the 4Rs marketing mix are tools that have an effective role in enhancing customer trust through core competencies, through the following:

- Support long-term and satisfactory relationships by paying more attention to the quality of services and enriching the customer experience.
- Increasing the perceived value of customers through retrenchment "convenience, technology "reward "stature, time", as this contributes more to continued customer satisfaction .
- Strengthening relevance with customers by expertise and merchandise.

All this is achieved within the framework of the concept of relationship marketing, which establishes to build customer trust on the one hand, and contributes to the implementation of the elements of the 4Rs marketing mix through (communication, personalization, interaction).

1. Conclusion:

Based on all that was mentioned in the researchs and literary in this research paper, we concluded that the 4Rs marketing mix is a model that deserves more attention to study because it carries an integrated set of features that have a positive impact on corporate performance and customer behaviour in this millennium. It is one of three typical marketing concepts that aim to build customer loyalty (Xiao, 2013). Where the researcher (Elliott, 2002) saw that all the most successful companies today and in the future are the companies that are based on the 4Rs marketing mix regardless of the field of business in which they are active, and concluded that this model is considered "a smart marketing strategy that gives you control over all the customer's contact points". Thus, companies gain the ability to build relationships with customers, which has become an important target, especially in fierce competition markets that require the adoption of relationship marketing approach as an ideal solution. The 4Rs marketing mix is presented as a solution that corresponds to both the competitive orientation and the relationship marketing approach after failure (4Ps, 4Cs). The success of the 4Rs marketing mix depends on the pillars of relationship marketing (communication, interaction, personalization). At the same time, the researcher (Xiao, 2013) described it as "a major step" in this approach.

In light of what was mentioned in research paper on the importance of both the marketing mix and customer trust, we found that the 4Rs marketing mix has an effective role in improving

customer trust in the company. As it includes a set of tools that in themselves represent antecedents that have a strong impact on customer trust. According to the proposed conceptual model, there are two sources of positive impact on customer trust, the first direct source is the four elements of the marketing mix and the basic competencies, and the second indirect source is through the pillars of relationship marketing as important to activate the success of the marketing mix.

We also concluded that the adoption of Model 4Rs supports the trust of customers directly (such as experience, experience, quality of service...); and indirectly such as a positive effect on satisfaction and customer perceived value. Therefore, we have defined the marketing mix as: "a rich source of a set of marketing tools that enable companies to build and improve customer trust, directly or indirectly, which contributes to maintaining customers within strong and long-term relationships while controlling all customer contact points through an Marketing Relationships approach".

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