
Explaining the linkage of dark sides of relationship marketing variables: an empirical investigation on selected Indian entrepreneurs

Deepika

Acharya Narendra Dev College,
University of Delhi,
New Delhi, 110019, India
Email: deepika@andc.du.ac.in

Shashank Vikram Pratap Singh*

Shri Ram College of Commerce,
University of Delhi,
New Delhi, 110007, India
Email: Shashank.singh@srcc.du.ac.in
*Corresponding author

Mohinder Paul

Ramanujan College,
University of Delhi,
New Delhi, 110019, India
Email: paulmhndr@gmail.com

Amarjeet

Shri Ram College of Commerce,
University of Delhi,
New Delhi, 110007, India
Email: jeetamar121@gmail.com

Abhimanyu Bhardwaj

Saheed Bagat Singh College (E),
University of Delhi,
New Delhi, 110017, India
Email: Abhimanyubhardwaj44@gmail.com

Abstract: The current paper provides an empirical analysis of relationship marketing variables as well as the identified negative aspects of relationship marketing. The authors argue that if a partner has the opportunity to engage in opportunism, a negative side of the relationship emerges that outweighs the positive impact of the relationship marketing strategy and most favourable factors such as trust, gradually converting into identified dark side variables. A