

**RELATIONSHIP MARKETING IN CONSUMER
MARKET - IDIOMATIC OR REALITY (A PAKISTANI
PERSPECTIVE)**



By:

Muhammad Umar Farooq
(01-120112-058)

Supervisor:

Sir Muzammal Soban

A thesis submitted in partial fulfillment of the
requirement for the degree of MBA

Department of Management Sciences
Bahria Institute of Management and Computer
Sciences

BahriaUniversityIslamabad
2015

ABSTRACT

This study aims at finding the reality of relationship marketing in consumer market of Pakistan. That is to deal with the real picture of marketing approach named relationship marketing, whether it is just an idiomatic phrase or hold some reality with it. Previously the transactional marketing and mainstream marketing were organizational choices to increase profit after taxation. The new archetype of marketing had emerged from last few decades named relationship marketing. Relationship marketing is to build breed and boost relationship with customer. Relationship marketing results in customer retention. Various top level organizations of Pakistan were selected for research purpose. The reasons behind selection of companies are availability of their offered commodities in most markets of Pakistan and employees of these organizations are interacting with customers at regular basis. The more is the interactions the more are the chances of having relationship. The phenomenon of relationship marketing in selected organizations was analyzed through semi-structured interviews from managers and by observing their operations as well. The finding of this research determines that organizations are inclined towards relationship building approach and are following the new archetype of marketing.

ACKNOWLEDGEMENTS

All praises to Allah for the strengths and His blessing in completing this thesis. Special appreciation goes to my supervisor, Mr. Muzammal Soban, Lecturer, Department of Management Sciences, Bahria University, Islamabad for his supervision and constant support. His invaluable help of constructive comments and suggestions throughout the research works have contributed to the success of this research. Not forgotten, my appreciation to the professional Mr. Raja Shahzad Asghar (Area Sales Manager, Unilever) Mr. Mumtaz Mehr (Zonal Sales Manager, Tapal) Mr. Mehmood Ul Hassan (Manager Sales, Dalda) who help me in Completion of my research.

Sincere thanks to all my friends and others for their kindness and moral support during my study. Thanks for the friendship and memories.

Last but not least, my deepest gratitude goes to my beloved father; Mr. Raja Ghazanfar Ali Khan, Mother; Ms. Mamtaz Akhtar and also to my brother and sister for their endless love, prayers and encouragement.

To those who indirectly contributed in this research, your kindness means a lot to me. Thank you very much.

CONTENTS

ABSTRACT.....	ii
ACKNOWLEDGEMENTS.....	iii
CHAPTER 1	1
INTRODUCTION.....	1
1.1. Research problem and research question	3
1.2. Research Scope	4
1.3. Research approach and method.....	4
CHAPTER 2	6
LITERATURE REVIEW	6
2.1. Monetary cost.....	8
2.2. Nonmonetary cost	9
2.3. Historic background of relationship marketing	10
2.4. Difference between conventional marketing and relationship marketing	14
2.4.1. Life cycle	17
2.4.2. Predictability.....	18
2.4.3. Drivers.....	18
2.4.4. Customer contact	18
2.4.5. What centric marketing.....	19
2.4.6. Repetition	19
2.4.7. Technology	20
2.4.8. Total quality management	20
2.4.9. Loyalty building.....	21
2.4.10. Customer handling	21
2.4.11. Brand or value	21
2.5. Levels of relationship marketing.....	25
2.6. Six market models for relationship planning.....	27
CHAPTER 3	30
METHODOLOGY	30
3.1. Research approach and methods	30

3.2.	Research approach – qualitative research.....	30
3.3.	Data collections and processes involved for data analysis.....	31
3.4.	Organizations selected for research purpose.....	32
3.5.	Reliability & validity.....	32
CHAPTER 4.....		34
RESULTS.....		34
4.1.	Relationship building.....	34
4.2.	Customer relationship management.....	36
4.3.	Relationship.....	36
4.4.	Customer database.....	37
4.5.	Improving quality.....	37
4.6.	External marketing as a tool of customer management.....	38
4.7.	Training and motivation.....	38
4.8.	Summarizing discussion.....	40
CONCLUSIONS.....		42
Bibliography.....		44
APPENDIX 1.....		48
Questionnaire.....		48
List of interviewees along with company.....		52