EXAMINING THE IMPACT OF RELATIONSHIP MARKETING ON CUSTOMER RETENTION: EVIDENCE FROM FASHION RETAIL INDUSTRY OF PAKISTAN

By:

Nusabah Ashraf Awan   **01-221181-017**

MBA

Supervisor:

Sir Qazi Muhammad Ahmed

Department of Business Studies

Bahria University Islamabad

Spring 2019

FINAL PROJECT/THESIS APPROVAL SHEET

<u>Viva-Voce Examination</u>

Viva Date _27_ / _06_ / _2019__

<u>**TOPIC OF RESEARCH:**</u> **EXAMINING THE IMPACT OF RELATIONSHIP MARKETING ON CUSTOMER RETENTION. EVIDENCE FROM FASHION RETAIL INDUSTRY OF PAKISTAN**

<u>**Names of Student:**</u>   Nusabah Ashraf Awan   Enroll # 01-221181-017

<u>**Class:**</u> MBA (1.5 Years)

<u>**Approved by:**</u>

_____

(Sir Qazi Muhammad Ahmed)
Supervisor

_____

(Sir Danish Khan)
Examiner-I

_____

(Sir Umer Chaudhary)
Examiner-II

_____

Dr. Sarwar Zahid
Research Coordinator

_____

Dr Khalilullah Muhammad
Head of Department
Business Studies

Acknowledgments

I would like to thank Allah Almighty at the first place for giving me the much needed vigor and strength to complete this thesis.

Then I would like to express my gratitude to all those who helped me during the whole of my project. I gratefully acknowledge the help of my supervisor, Sir Qazi Muhammad Ahmed, who has offered me valuable suggestions in the academic studies. In the whole of final project, he has spent much time to help me and provided me with inspiring advice. Without his patient instructions, insightful criticisms and expert guidance, the completion of this project would not have been possible.

In the end, my gratitude also extends to my family and friends specially my mother who has been assisting, supporting and caring me all of my life.

Abstract

The purpose of this research paper is to study the impact of relationship marketing on customer retention while keeping in view the fashion retail industry of Pakistan. The research results show that much impact can efforts make on the company's sales and retaining customer is much more easy and cost effective than onboarding a new one.

We live in a very dynamic and ever changing world now specially fashion. Pakistan is a growing country and people are much aware of their options now. They can easily switch between brands if they are not happy or satisfied with the services they are getting so keep them attracted companies use different techniques and strategies, relationship marketing is one of that.

The impact of customer service, personalization and brand/store community was observed on customer retention by distributing questionnaires among both men and women. The impact of all variables on customer retention was positive and considering them while building relations is very critical for companies. Sales associates are the face of any company and customers have relation with the brand because of their exceptional services so company should train them and so they can convey the best services to the customers for long lasting relations.

Keywords: Relationship marketing, customer retention, customer service, personalization, brand/store community

Table of Contents