

**Relationship Marketing and Customer Loyalty
(IN THE BANKING SECTOR)**



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EXECUTIVE SUMMARY

The following is the research study on "RELATIONSHIP MARKETING AND CUSTOMER LOYALTY IN THE BANKING PERSPECTIVE".

The study is basically about identifying the factors that force a customer to change his opinion about the bank and make him switch to other. Moreover those factors are also identified that become the reason of customer retention. Besides identifying factors some recommendations have also been made, which can be useful for all the banks that provide services.

On the basis of above topic problem statement is made which covers factors like corporate image, communication, value creation, brand image, brand loyalty, trust, commitment, profitability and conflict handling etc, In the theoretical framework variables are identified which are related to each other. The term variable is an important one in research, as it helps the researcher in making problem clearer. Role in the situation relevant to the problem defined.

In hypothesis development portion certain assumptions have been made on which the researcher has applied the statistical test in order to accept them or reject them. This hypothesis has been used in designing the questionnaire.

In the phase of questionnaire the sample consists of 3-4 categories, one are the students or teenagers age category, other are the professionals category, the third category is of

old sample collected, divided into four categories so that equal percentage would be inferred from them separately.

Finally conclusion and recommendations are made to conclude this project with a hope that these recommendations would be valuable for not only banking industry but also for the entire service industry.

ABSTRACT

Relationship marketing always emerged as a great challenge for the banking sector, as it creates most competitive environment among its rivals. Previous studies emphasized a lot on customer satisfaction and value which to some extent plays a role in service marketing. This report explains how important is for the firm to create a long term relationship with its customers and what is its strategic implication. What sort of benefits it can generate from doing all this. Customers can be highly satisfied but still leave their Current banks. It is assumed that when the customer is completely satisfied, then loyalty towards the bank is strengthened. But still satisfaction not always leads to loyalty. The terminologies have impact on each other but do not target the same results. Another factor could be the variables used for conducting the research. Pakistani banking sector was focused and a detailed questionnaire survey helped to get them.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

ACKNOWLEDGMENT

All praise to Almighty Allah, the most merciful and compassionate, who enable us to complete this report.

We express our gratitude to our kind teacher Mr. Zafar Ullah Siddique, who taught us so well and enable us to complete this report on a burning topic. I would also thank my colleagues and faculty staff who co-operated with me in producing this effort. We tried our level best to complete and cover all the concerned topics related to this issue.

At the end we are extremely thankful to everyone who has contributed directly or indirectly for making this endeavor a successful one.

Mirwais khan
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DEDICATION

To Dear Father, Mother who sacrifice too many things....

&

To all respected kind teachers & million of young people in my
villages, towns and cities

Who desired to study, but cannot owe to their circumstances...

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