

**ROLE OF CUSTOMER RELATIONSHIP MARKETING
IN ACQUISITION AND RETENTION OF
CUSTOMERS – IN PERSPECTIVE OF RETAIL
OULETS IN KARACHI**

By

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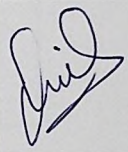

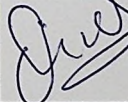
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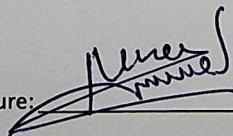
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Abstract

Purpose: The primary purpose of this study is to get know about the role of customer relationship marketing in the retail stores of Karachi. What was relationship between retention and acquisition of customers whether retail stores satisfy the customers or not with their valuable services.

Research Design & Sampling: The nature of this study was descriptive and deductive in nature. The total sample size was 400 respondents including marketing managers, retailers, industry experts and customers who use the products of super stores. The sampling technique was used non-probability and purposive technique. The researcher used both approaches qualitative and quantitative methods and data was collected through interviews and questionnaire. Data was integrated through SPSS software and Microsoft excel.

Findings of the Research: The findings revealed that there is a positive and strong relationship of customer relationship on retention and acquisition of customers. Customer relationship is playing very significant role in today's companies because with the help of CRM profitability and customer database would be improve.

Limitations of the research: Due to lack of resources such as time and city circumstances, research was limited and did not cover all the areas of city.

Practical Implications of the Research: This study will be beneficial for the retailers, managers and also for audience because with the help this wide research, they would get the clear knowledge about the term customer relationship marketing and the implementation of customer relationship in the retail stores and what is the importance of customer relationship marketing.

Key Words: Customer Relationship, Retention, Acquisition, Marketing, Retail Stores.

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