

THE ROLE AND NATURE OF RELATIONSHIP MARKETING IN ACQUIRING SERVICE CUSTOMERS IN USED CAR DEALERS

By

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14344

A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree



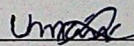
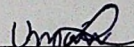
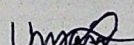
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MBA Thesis

2nd Half-Semester Progress Report & Thesis Approval

Supervisor – Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	12 th Sept.2014	Bahria Univ.	Literature Review	
2	4 th Jan.2014	Bahria Univ.	Research Methodology	
3	1 st June 2015	Bahria Univ	Data Analysis	

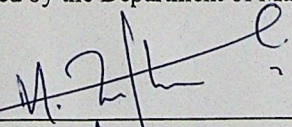
In Addition to above arranged meetings, time to time discussion was also carried out.

Approval For Examination

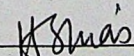
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Signature of Supervisor:  Date: 30/8/15

Name: M. Imran Ali

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ABSTRACT

Purpose of Study

Present research, "The role and nature of relationship marketing in acquiring service customers in used car dealers", is based on identifying to acquire more customers through CRM (Customer Relationship Management). The research examines the role and nature of relationship marketing that how it aids in acquiring service customers in used cars market in Pakistan.

Research Methodology

The study is quantitative in nature and 150 individuals were the respondents to collect data. The sample is mainly based on the customers of used cars. Data is collected from primary source that is questionnaire. The dependent variable for this research is customer satisfaction while the independent ones include: Trustworthiness, Perceived Value, and Delivery of Automobile in Time, Customer Loyalty.

Finding of Study

The results suggests that all the independent variables are significantly related to the dependent variable i.e. customer satisfaction. This means that by effectively using CRM technology customer's satisfaction can be increased, keeping in view all the relevant variables that are discussed in the study. The study also shows that the relationship between customers and dealers is mandatory in order to have long-term business. A CRM marketing strategy is useful tool for sellers in competitive market. There is a trend for suppliers to rely on relationship marketing tools as means to create the relationship between them and their retail customers.

Keywords: Service Customers, Used Car Dealers, Relationship Marketing.

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