

# **UNDERSTANDING THE ROLE OF RELATIONSHIP MARKETING FOR INCREASED CUSTOMER RETENTION IN FMCG SECTOR**

**By**

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



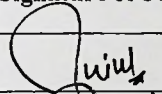
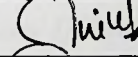

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2<sup>nd</sup> Half-Semester Progress Report & Thesis Approval Statement

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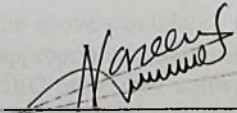
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No.	Date	Place of Meeting	Topic Discussed	Signature of Student
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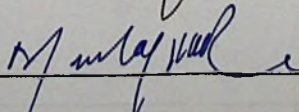
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### ABSTRACT

**Purpose:** The major aim of this study was to understand the role of relationship marketing for increased customer retention in FMCG sector. Based on that the study particularly involves the identification of different dimensions of relationship marketing in context to customer retention in FMCG sector.

**Methodology:** The study involved the use of questionnaires filled by 150 respondents. The respondents belonged to different age groups, different income level and residing in different areas. The integration of data was conducted by using SPSS which further was analyzed by applying Regression and Correlation tests.

**Findings:** The complete analysis of the data reveals positive relationship between the context of relationship marketing and customer retention. It was obtained that all five components of relationship marketing which include trust, commitment, communication, social bonding and conflict handling are positively related with the level of customer retention in context to FMCG sector.

**Practical Implications:** The outcomes of this research will might help the marketers and advertisers and to understand the impact and effectiveness of relationship marketing attributes in the broader detail that will subsequently help in building a strong profiles for customer retention.

**Keywords:** Customer, Relationship Marketing, Customer Retention

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