

**IMPACT OF CUSTOMER RELATIONSHIP
MARKETING ON MARKET PERFORMANCE:
A CASE OF SHAHEEN AIRLINE**

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



FALL 2014

Bahria University Karachi Campus

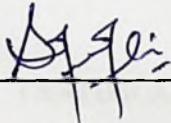
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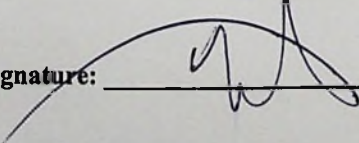
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IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON MARKET
PERFORMANCE (SHAHEEN^{AIR}) in the management science department as part of fulfillment of the MBA
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Candidate Signature:  Date: 12/11/2014

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I BASEER ALI DURRANI being the Supervisor of the above student, certify that the research work of the student has been completed to my satisfaction and that the thesis is in a format recognized by the department and is in accordance with the rules of the University. The thesis is appropriate for examination.

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Abstract

Purpose- The thesis aim is to find out the impact of customer loyalty, commitment, satisfaction and trust on marketing performance of Shaheen Airline in Pakistan.

Methodology/sample- Through survey and descriptive methods were used for the collection of the data. Data will be gathered through primary source and 350 customers of Shaheen Airline were interviewed through a survey for collecting the responses under non-probability sampling. The convenient and purposive sampling methods were applied for taking responses. 5 point likert scale was used as research instrument. The results of regression analysis are done after the factorization of 17 questions asked to the respondent. The questions are factorized to reduce the data.

Findings- The Pearson correlation analysis shows that there is positive and significant relationship between the independent variables (customer trust, commitment, loyalty and satisfaction) and dependent variable (marketing performance). The data is checked by the Cronbach's alpha value that is more than 60% indicating that the data is valid and reliable for the test. ANOVA table shows the test significant that means the value of Cronbach's Alpha and regression value is significantly predicting the true results. Regression analysis value is 0.939 indicate that the marketing performance is depending on customer loyalty, trust, commitment and satisfaction.

Practical Implication- This quantitative research results concluded that the Shaheen air marketing performance is depending on customer trust and commitment. Through this research, academic and industry experts regarding CRM can understand the need of proper implementation of this demand and its impact on market performance with respect to Shaheen Airline.

Keywords: Loyalty, Customer Satisfaction, Customer Relationship Marketing, Performance

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