

**CUSTOMER VALUE CREATION THROUGH
CUSTOMER RELATIONSHIP MARKETING OF THE
MOBILE SERVICE PROVIDERS IN JAFFNA DISTRICT**

BY

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Abstract

Customer relationship marketing (CRM) is a powerful tool in gaining customer value in various sectors. Customer value is understood as one of the constructs that best explains consumer decision making. Present study is to examine the impact of customer relationship marketing on customer value creation of mobile service providers with 502 respondents. Customer relationship marketing is measured by trust, commitment, communication and promises, whereas customer value creation is measured through availability of service, cost, security and quality improvement. For this study, systematic quasi-random sampling techniques have been pursued to collect data. Exploratory factor analysis, correlation, regression, ANOVA, Cronbach's Alpha, and descriptive statistics were employed. The results revealed that the correlation between customer relationship marketing and customer value creation is 0.767 which is significant at 1% levels. Result of regression analysis expressed customer value creation has impact on customer relationship marketing by 58.8%. There is no significant difference between male and female on the variable of the customer relationship marketing and customer value creation. Other personal or demographical factors such as marital status, age, educational qualification, occupation, and monthly income have significant difference among them on the variables of customer relationship marketing and customer value creation. According to the exploratory factor analysis, customer relationship marketing was divided into four groups namely, opportunism, information sharing, completeness and desire. Further, customer value creation was divided into three groups like reliability, conference call and coverage of the network. So, customer relationship assists the customer value creation in mobile service industry. Every mobile service providing companies need to polish their customer relationship.

Key words: Customer Relationship Marketing, Customer Value Creation, Mobile Service Providing Companies