

A STUDY ON THE IMPACT OF CUSTOMER RELATIONSHIP
MANAGEMENT ON CUSTOMER SATISFACTION SPECIAL
REFERENCE OF MOBILE NETWORKS IN MANMUNAI NORTH
D.S DIVISION IN BATTICALOA DISTRICT



DILANI THANARAJ

1391



Project Report
Library - EUSL

DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA

2014

ABSTRACT

This research examined the impact of Customer Relationship Management (CRM) elements on Customer Satisfaction. CRM is one of the critical strategies that can be employed by organizations to improve competitive advantage. Three critical CRM elements are measured in this study are Interaction, Relationship and Service Quality and Customer Satisfaction also measured by three critical elements Personnel, Service and Credibility.

The important investigation and research question of this study for marketers is *"Whether there is strong relationship between Customer Relationship Management and Customer Satisfaction in mobile networks, particularly in Batticaloa District in Mannarai North Divisional Secretariat area?"* As secondary measures, the following questions are focused and substantiated for investigation to answer the main research question as what is the level of Customer Relationship Management among the mobile networks and what is the level of Customer Satisfaction among the mobile networks and exploring the relationship between Customer Relationship Management and Customer Satisfaction.

This study was collected 200 questionnaires from 48 G.N Divisions in Mannarai North in Batticaloa District. Data were analyzed and evaluated by Univariate and Bivariate techniques. For this study, only four mobile networks are considered such as Airtel, Dialog, Mobitel and Hutch. Eventually, this report recommends some actions for improving the Customer Relationship Management and Customer Satisfaction of mobile network market.

Keywords: *Customer Relationship Management and Customer Satisfaction*

Researcher

TABLE OF CONTENTS

	Page No
Acknowledgement	01
Abstract	02
Table of Contents	03
List of Tables	07
List of Figures	08

CHAPTER 1- INTRODUCTION

1.1 Background of the Study	01
1.2 Problem Statement	02
1.3 Research Question	03
1.4 Objectives of the Study	03
1.5 Significance of the Study	04
1.6 Scope of the Study	04
1.7 Assumptions of the Study	05
1.8 Outline of the Study	05
1.9 Summary	06

CHAPTER 2- LITERATURE REVIEW

2.1 Introduction	07
2.2 Previous Studies on the Relationship between Effectiveness of CRM, Customer Satisfaction	07
2.3 Customer Relationship Management	10
2.4 The Emergence of CRM Practice	11
2.5 Customer Satisfaction	14
2.6 Service Quality and Customer Satisfaction in the Cellular Telecommunication	15
2.7 Summary	16

CHAPTER 3- CONCEPTUALIZATION AND OPERATIONALIZATION

3.1 Introduction	17
3.2 Conceptualization	17
3.2.1 Conceptual Framework	17
3.2.1.1 Customer Relationship Management	18
3.2.1.2 Customer Satisfaction	18
3.3 Operationalization	19
3.3.1 Interaction	19
3.3.2 Relationship	20
3.3.3 Service Quality	20
3.3.4 Personnel	21
3.3.5 Service	21
3.3.6 Credibility	21
3.3.7 Summary of Operationalization	22
3.4 Hypothesis of the Study	23
3.5 Summary	23

CHAPTER 4- METHODOLOGY

4.1 Introduction	24
4.2 Study Setting, Study Design, and Method of Survey	24
4.3 Time Horizon	24
4.4 Unit of Analysis	24
4.5 Research Techniques	24
4.6 Sampling Size and Sampling Method	25
4.6.1 Sampling	25
4.6.2 Sample Size	25
4.6.3 Sampling Method	25
4.7 Method Of Data Collection	26
4.7.1 Sources of Data	26
4.7.2 Structure of the Questionnaire	26
4.8 Data Presentation and Analysis	29
4.8.1 Method of Data Presentation	29

4.8.2 Method of Data Analysis	29
4.9 Method of Data Evaluation	30
4.10 Summary	32

CHAPTER 5- DATA ANALYSIS AND PRESENTATION

5.1 Introduction	33
5.2 Research Information	33
5.2.1 Reliability Analysis	34
5.2.2 Univariate Analysis	34
5.2.2.1 Preliminary – Mobile Network Choice	35
5.2.2.2 View of Independent Variable	36
5.2.2.2.1 Interaction	36
5.2.2.2.2 Relationship	37
5.2.2.2.3 Service Quality	38
5.2.2.2.4 Customer Relationship Management	38
5.2.2.2.5 Dimension View of CRM	39
5.2.2.3 View of Dependent Variable	39
5.2.2.3.1 Personnel	40
5.2.2.3.2 Service	41
5.2.2.3.3 Credibility	41
5.2.2.3.4 Customer Satisfaction	42
5.2.2.3.5 Dimension View of Customer Satisfaction	42
5.2.3 Bivariate Analysis	43
5.2.3.1 Analysis of Correlation	43
5.2.3.2 Analysis of coefficient of Determination	44
5.3 Personal Information	45
5.3.1 Age Distribution	45
5.3.2 Gender Distribution	45
5.3.3 Education Distribution	46
5.3.4 Occupation Distribution	47
5.3.5 Monthly Income Distribution	49
5.4 Cross Tab Analysis	50
5.4.1 Network Choice * Age Cross Tabulation	50
5.4.2 Network Choice * Gender Cross Tabulation	51

5.4.3 Network Choice * Monthly Income Cross Tabulation	52
5.4.4 Network Choice * Independent Variable Cross Tabulation	53
5.4.5 Network Choice * Dependent Variable Cross Tabulation	54
5.5 Summary	56

CHAPTER 6- DISCUSSION

6.1 Introduction	57
6.2 Discussion on Research Information	57
6.2.1 Preliminary – Mobile Network Choice	57
6.2.2 Customer Relationship Management	57
6.2.2.1 Interaction	58
6.2.2.2 Relationship	58
6.2.2.3 Service Quality	59
6.2.3 Customer Satisfaction	59
6.2.3.1 Personnel	60
6.2.3.2 Service	60
6.2.3.3 Credibility	60
6.2.4 Relationship between CRM and Customer Satisfaction	61
6.2.5 Coefficient of Determination between CRM and Customer Satisfaction	61
6.3 Discussion of Personal Information	61
6.4 Summary	62

CHAPTER 7- CONCLUSION AND RECOMMENDATIONS

7.1 Introduction	63
7.2 Conclusions and Recommendations	63
7.2.1 Conclusion	63
7.2.2 Recommendation	64
7.3 Limitations of the study	66
7.4 Implications	66
7.5 Summary	66

References	67
------------	----

Appendix - Survey Questionnaire	70
---------------------------------	----