

**IMPACT OF RELATIONSHIP MARKETING ON CUSTOMER
LOYALTY IN PRIVATE COMMERCIAL BANKS IN
BATTICALOA REGION**



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ABSTRACT

In today's business world, Relationship Marketing is considered as the heart of the marketing. Cultivating loyal customers is frequently argued to be the single most important driver of organizations' long-term financial performance, which can lead to increased sales and customer share, lower costs, and higher prices. Therefore marketing scholars emphasize the influence of relationship marketing as a strategically important tool from which customer loyalty can be secured and, as a result, the attainment of higher competitiveness and enhanced customer satisfaction can be achieved. In this study, relationship marketing was measured through trust, commitment, communication and conflict handling. The study was carried out in 2014 on a convenience sample of 150 respondents through the distribution of structured questionnaires to private commercial banks customers within the area of Batticaloa Region. The study found that the correlation value between relationship marketing and customer loyalty is 0.672 which is significant at 0.01 levels and there is a positive linear relationship between the relationship marketing and customer loyalty. According to the Regression analysis, 64% of the customer loyalty was determined by the relationship marketing.

Keywords: Relationship Marketing, Customer Loyalty, Trust, Commitment, Communication, Conflict Handling