



**RELATIONSHIP MARKETING ORIENTATION ON  
CUSTOMER LOYALTY**

**(A study of mobile telephony service sector in Badulla region)**

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## ABSTRACT

With the rapid increasing of usage in mobile telephony services in present scenario, the competition has been grown among the service providers for delivering a better service to gain loyal customers. Service providers then carry out many activities related to relationship marketing to retain existing client base. The purpose of this study is to identifying the impact of Relationship Marketing Orientation on Customer Loyalty in mobile telephony service sector in Badulla region. The researcher developed a model to test the results. The primary data was gathered using questionnaires and two hundred Mobile Telephony package users were selected in manner of fourty individuals in each brand (Hutch, Etisalat, Mobitel, Dialog and Airtel) for the sample. The result indicated that Relationship Marketing Orientation slightly impact on Customer Loyalty in a possitive manner. Eventhough the customers are highly satisfied by the service provider, customers are ready to change the current mobile telephony service provider due to merits and demerits. Mobile telephony service providers initially need to concern more on the price and then other facilities are to be considered to gain and retain loyal customers secondary.

***Keywords – Loyal customers, Relationship Marketing Orientation.***