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THE EFFECT OF MARKETING MIX ON CUSTOMER RETENTION

(SPECIAL REFERENCE TO HANDLOOM INDUSTRY IN AMPARA DISTRICT)

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ABSTRACT

The handloom products in Sri Lanka have been developed dramatically in most recent years. At the present context handloomers are facing competition to survive in the market. Thus to face the competition in the market place the service providers always try to add value to the customers so according to that service provider can retain the customer. In the context of adding value they tend to be implemented variety of marketing mix in order to position the place in the customer's mind. In that context the objective of this research is to identify the relationship between the marketing mix and customer retention and identify the existing situation of marketing mix on customer retention. The population of the whole research was customers of handloom industry in Ampara district. Samples of 100 customers were selected with four villages such as Kalmunai, Maruthamunai, Sainthamaruthu, Sammanthurai. Key finding of research show that averagely customers almost agreed with the existing situation of marketing mix and customer retention. The objectives of the study are to find the relationship between marketing mix and customer retention, identify the most important factor of the marketing mix which is influence to the customer retention.

Keywords: SERVQUAL Model, Marketing mix, Customer retention