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Relationship marketing strategies in building customer retention for cereal products

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In this study, relationship marketing (RM) strategies in building customer retention for cereal products were analysed. Explicitly, people know your customer and communication strategies that help in building customer retention for cereal products. To achieve this quantitative research design was deployed with a simple random sampling technique which ended up with 45 stores as sample; my unit of analysis was selected sample store. Primary data through use of questionnaire were used to collect data from the stores. Data analysis was performed using both content and regression analysis. Regarding people strategy it was found out that the major challenge was on debts payback (36%), low capital (18%), bad language from customers (16%) and sales team skills. The study revealed that there is only record keeping activity on know your customers strategy being implemented by Tandika rice stores. About communication strategy the study found out mobile phone communication to be the sole means of communications between stores and customers. On people strategy it can be concluded that rice markets are facing challenges on its implementation due to customers who does not want to pay back their debts (36%), low capita (18%), bad language from customers (16%) and sales team skills. On know your customer strategy, study concluded record keeping in books being the only know your customer strategy used by rice stores. This has attracted several challenges especially on how these stored information's are kept. Regarding communication strategy, the study concluded that mobile phone communication to be the only strategy, the study concluded that mobile phone communication to be the only strategy used for handling communication between customers, suppliers and sales stores supervisors. Since majority of the sales stores have capital and taxation as a big issue then it is recommended that GoT through MIT and TRA to make sure they do economic boost through small loans businesses so as to rescue them and make sure they review the taxation policy covering rice stores so as to minimize the prevailing complaint.