

# THE IMPACT OF CUSTOMER REALTIONSHIP MARKETING ON CUSTOMER SATISFACTION- A CASE STUDY OF STATE BANK, VAVUNIYA

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The purpose of this study was to find out the impact of customer relationship marketing (CRM) strategy on consumer satisfaction. The objective of this study is to find out how the concept of CRM will impact on customer satisfaction. Banking sector was selected because of its prominent position in the services sector. Primary data were collected from the State Peoples bank, Vavuniya through focus group discussion and interview. The sample was customers who visit once in a week at least. Most of the collected data analysed by qualitative methods to find out both relationship marketing and satisfaction of the customers. It was found out there is a positive relationship between CRM and customer satisfaction. But it can be seen that most of the customers are not satisfied with the CRM of State Bank. This research can be expanded in other areas of services like insurance, leasing to understand the importance of both CRM and customer satisfaction especially in the services sector.

**Key Words-** Customer Relationship Marketing, Satisfaction, Banking sector, Customer

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