

# **“The Impact of Customer Relationship Marketing (CRM) on Market Performance” A Special Reference to the Sri Lanka Telecom - Jaffna Branch**

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**ABSTRACT.** Customer relationship marketing (CRM) is considered as “attracting, maintaining and enhancing customer relationship”. A paradigm shift which has taken place in service sector created a shift from transaction oriented marketing to relationship marketing. The purpose of this study is to identify the relationship marketing variables and examine the relative importance of them for the Sri Lanka Telecom. Prominent variable such as trust, commitments, empathy and equity (Ndubisi 2004) were used to measure the CRM. Furthermore, in this study, attention has been paid to measure market performance through following appropriate variables such as market position, customer's perception customer loyalty, and company image. This study is descriptive in nature and based on both primary and secondary data. The data was collected through a self administered questionnaire and administered to a sample consists three hundred thirty (330) customers of the Sri Lanka Telecom. Research study focused on only Jaffna branch. This study disclosed that the correlation value between customer relationship marketing and market performance is 0.743. It is significant at 0.01 levels. There is positive linear relationship between customer relationship marketing and market performance. According to the Regression analysis, market performance is influenced by customer relationship marketing by 55%. This study pointed out that customer relationship management is interrelated with market performance.

**Keywords:** Customer Relationship Marketing, Market Performance, Sri Lanka Telecom.

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