

ABSTRACT

In today's fast-paced business market, mobile communication operators are adopting Customer Relationship Management (CRM) as a strategy aimed at collecting and using data to increase customer loyalty. Several studies have shown the benefits of customer loyalty. Customer loyalty has resulted in cost reduction, maximization of shareholders' value, preventing other competitors from gaining market share, and even discouraging new entrants.

This study investigated the relationship between CRM strategy and customer loyalty. The study was aimed at examining, "What is the relationship between customer relationship management strategies on customer loyalty of DTAC mobile phone users in Bangkok?". In this study, questionnaires were used as a tool for collecting the primary data. A total of 384 questionnaires were completed by the target population who are DTAC mobile phone service users in Bangkok, at six DTAC service halls located in office buildings and department stores. In each service hall, 64 questionnaires were distributed on average.

The data was analyzed by using descriptive statistics and hypotheses were tested using Spearman rank-order correlation. The findings showed a weak relationship between the CRM strategies and customer loyalty.

Given the increasing competition in the mobile phone market today, the study recommended that players in the market understand customer needs in order to gain a competitive edge and Customer Relationship Management is one key for companies that wish to maintain market share and profitability, and more importantly, to survive in this ever developing world of business.