

**THE EFFECTIVENESS OF CUSTOMER
RELATIONSHIP MANAGEMENT TECHNIQUES
ADOPTED BY FAST FOOD INDUSTRY IN
SRILANKA**

**MASTER OF SCIENCE IN CONSTRUCTION PROJECT
MANAGEMENT**

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May 2017

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RELATIONSHIP MANAGEMENT TECHNIQUES
ADOPTED BY FAST FOOD INDUSTRY IN
SRILANKA**

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This dissertation was submitted to the Department of Civil Engineering
of the University of Moratuwa in partial fulfillment of the requirements
for the Master of Science in Construction Project Management

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May 2017

DECLARATION

I certify that this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any university to the best of my knowledge and believe it does not contain any material previously published, written or orally communicated by another person or myself except where due reference is made in the text. I also hereby give consent for my dissertation, if accepted, to be made available for photocopying and for inter library loans, and for the title and summary to be available to outside organizations.

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Signature of Candidate

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Date

The above Particulars are correct, to the best of my knowledge.

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ACKNOWLEDGEMENT

First of all I thank the Vice Chancellor and staff of the University of Moratuwa for providing me the opportunity and necessary facilities to follow this Master of Science in Construction Project Management Post graduate degree programme.

I convey my sincere gratitude to my supervisor for M.Sc research Study, Dr. L. L. Ekanayake for his directions and guidance. At the same time I thank all the lecturers and staff of the Construction Project Management section who contributed towards our course of study.

I am grateful to the staff of Planning and Design Section of Regional Support Center (East), National Water Supply and Drainage Board (NWSDB) including Deputy General Manager, Assistant General Manager and Engineers for supporting me to follow this course. I cannot forget the kind assistance given to me by the staffs of selected fast food companies including Marketing managers by providing required information and direction. Also I would like to thank all the marketing staff for sharing their useful knowledge and experiences.

Especially thanks to all of my friends who helped me especially by giving their comments to the study from beginning to end, I do not mention each of them separately. I sincerely pay my gratitude to all of them.

I would like to extend my thanks to General Manager and Assistant General Manager (Manpower Development & Training), NWSDB for funding my Post graduate degree programme.

Last but not least I recall my dear parents, spouse and daughter who are always at a side of me to strengthen me.

Above all, I wish to thank God the Almighty for keeping me safe in this another sojourn in my life.

ABSTRACT

Globalization and modernization has redefined the Sri Lankan fast food industry and today people can be seen consuming food out of their homes moving towards convenient options. The demand for fast food is on uptrend. Fast food restaurants are in a constant race to increase profits, keep the current customers and gain or poach new ones, competing for customers on a globalised market.

One of the many sets of strategy aimed at aiding the interaction between fast food restaurant and customer is the Customer Relationship Management (CRM). It aims to help restaurants build individual customer relationships in such a way that both the fast food restaurant and the customer get the most out of the exchange, providing both parties with long term benefits.

Fast food restaurants are implementing Customer Relationship Management by using Customer Relationship Management techniques. The purpose of this thesis is to check the effectiveness of CRM techniques in customer retention. To identify the significant relationship between CRM techniques and customer retention, a well-structured self administered questionnaire has been used for data collection. For data analysis, and testing of hypothesis, Statistical package for the social science (SPSS) has been employed. Data was collected from 100 employees in marketing department of four major fast food entities in Sri Lanka.

Maintenance of purchasing data, Send frequent promotional, Customer service, Loyalty schemes and Providing customized product techniques were tested, and these CRM techniques influence positively on customer retention in fast food restaurants. The results also supported the contention that CRM techniques are effective in Fast food restaurant's CRM implementation. The contribution of this master's thesis relevant to academics, researchers for further development studies in CRM and also companies' Marketing Managers in a way to use these findings to increase the retention rates by adjusting or introducing relevant techniques in the CRM system.

Keywords: Customer Relationship Management, Fast Food Restaurants, Customer Retention

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LIST OF ABBREVIATIONS

Abbreviation	Description
CRM	Customer Relationship Management
FAQs	Frequently Asked Questions
SPSS	Statistical Package for Social Science

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