EFFECT OF RELATIONSHIP MARKETING ON CUSTOMER LOYALTY TO BRAND CHOICE: A SURVEY OF SUPERMARKETS IN KISUMU CITY

BY

ODHIAMBO LAMECK

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DECLARATION

I declare that this research proposal has not been presented anywhere for any award and that all sources of information have been acknowledged by means of references.

Sign………………………………………. Date…………………………………………….

Odhiambo Lameck

MBA/BE/00034/16

SUPERVISOR:

This research proposal has been submitted with my approval as the university supervisor

Sign…………………………………………. Date………………………………………....

Dr. Fredrick Aila

Department of Business Administration

School of Business and Economics

Maseno University

ABSTRACT

Organizations entirely rely on a proportion of core customers for profitability and financial survival. Essential and deliberate marketing practices like quality products, quality of services, as well as appropriate product pricing among others must be employed to retain key customers besides attracting new ones. At an annual growth rate of over 20%, the supermarket sector in Kisumu City has five major players: Uchumi, Naivas, Tuskys, Choppies, Tumaini and Khetias all of which have huge customer base in the city. These firms have together have close to 10 shops spread over the city supermarkets without accounting for other small outlets fighting for a customer base of less than 10,000 active purchasers. It is however unknown whether these supermarkets practice customer relationship marketing to retain their customers to their brands. The main purpose is to investigate effect of customer relationship marketing on loyalty to brand choice among supermarkets in Kisumu city. Specific objectives are to: establish the effect of product quality on loyalty to brand choice, assess the effect of customer service quality on loyalty to brand choice, and to establish the effect of product pricing on loyalty to brand choice. Assimilation theory will be used to guide the study. Descriptive survey designs will be adopted on a target population of eight supermarkets spread all over Kisumu City comprising of 371 employees. Yamane's formula (1987) will be used to obtain a sample size of 193 respondents. Stratified technique will be used to select the study respondents. Questionnaires will be used to collect primary data. Instrument reliability will be attained through test retest during a pilot study on 19 respondents from marketing departments of the supermarkets. Validity of the instruments will be achieved through consultations of experts from marketing department, Maseno University. Data will be analysed by means of descriptive statistics, while the relationship between customer relationship marketing and loyalty to brand choice will be estimated using regression analysis. Findings of the study may aid managers of supermarkets in formulating policies geared towards enhancing brand loyalty. Additionally, the study findings will provide additional knowledge in the field of relationship marketing and loyalty to brand choice, alongside offering opportunities for further research.

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LIST OF ABBREVIATION AND ACRONYM

CL	Customer Loyalty
CLI	Customer Loyalty Index
CRM	Customer Relationship Marketing
NACOSTI	National Commission of Science, Technology and Innovation
SEM	Structural Equation Modeling
ServQual	Service Quality
SQ	Service Quality

DEFINITION OF KEY TERMS USED IN THE STUDY

Brand Loyalty	: tendency to continuously repurchase a particular product from one store or supermarket
Customer Relations	: positive interactions with purchasers of particular brands from a supermarket
Customer Relationship Marketing	: is a set of processes and enabling systems supporting a business strategy to build long term, profitable relationships with specific customers
Loyalty	: behaviour of attitude to continuously purchase a particular product from one supermarket
Product quality	: presentation for sale of products that meet peculiar needs of groups of customers
Re-purchasing intention	: the desire of a customer or a group of customers to continuously buy a particular product from one supermarket
Service quality	: the manner in which customers are served with a product or methods of conducting sales by a supermarket

1.0 INTRODUCTION

This section presents the background of the study, statement of the problem, purpose of the study, research objectives and questions, justification of the study, scope of the study, study assumptions as well as limitations of the study.

1.1 Background of the Study

New marketing paradigm is being witnessed in the world, where all organizations in an industry are struggling to attract new set of customers and retain existing ones in a lot many ways even while offering similar product or services at similar prices. According to Gaurav (2016), Vilfredo Pareto (1848 – 1923), a French born Italian economist once argued that an organization derives 80% of its profit from 20% of its customers (a theme known as 80:20 rule, p. 1). This therefore calls for stronger relationship with the customers who enable the organization to have a competitive edge over competitors in an industry (Rizan, Warokka and Listyawati, 2014) while at the same time seeking for new customers.

Winning organizations, irrespective of the nature of their business or size, have one thing in common; the loyalty of their customers. Organizations capable of providing trust and commitment to their consumers are the organizations that stay on top of the market with their loyal customers (Fallon, 2012). Long term customers often provide free advertising by talking positive about the organization and its business for years. The tendency of loyal customers to provide new customers to the organization on gratis - is mostly beneficial as a company grows, particularly if it operates in a mature industry (Wali, Wright, and Uduma, 2015). Customers' recommendation leads to increase in organizations' overall profit as it reduce the cost of attracting and retaining customers.

Loyal customers' base is often considered as a vital asset to the organization as it can be leveraged in both good and bad times. Reichheld & Sasser Jr (1990) claimed that "Companies can boost profits by almost 100% by retaining just 5% more of their customers". Alrubaiee & Al-Nazer (2010) noted that cultivating customer loyalty is one of the most important drivers for long term financial performance of the organizations as it leads to increased market share &higher sales at lower cost. Rai & Srivastava (2013) noted that in the market that is characterized by intense competition and intensifying customer expectations, cutting on defection and building long lasting relationship with the customers seem to be the only way of achieving sustainable profitable growth.

The knack of the organization to understand the desire of the customers and offer the products and services to satisfy them is vital for the success of the organization in the market that is characterized by clutter and cut throat competition. This led organizations to move from product centric marketing orientation to customer centric marketing orientation. In order to build customer loyalty, organizations should maintain a good relationship with their customers so that organizations would be in the position to understand the customers' needs, wants &expectations for delivering desired value in a way that is better than their competitors (Sachro & Pudjiastuti, 2013).

1.1.1 Supermarket Business

A supermarket, also called a grocery store, is a self-service store offering a wide variety of food and household merchandise, organized into departments. According to Steeneken and Ackley (2012), a supermarket is a business enterprise that provides a *service*. It does not produce a physical product of its own in the usual sense. Instead, it adds value by acquiring existing products from remotely-located suppliers, assembling them in regional warehouses, distributing them to local stores, and finally selling the supplier's products to local customers. A supermarket's customers are primarily local residents and small businesses that periodically need to replenish their stock of household products. A supermarket's *suppliers* are primarily producers of household products that are established far from the locations of their final customers. In effect, the supermarket provides a virtual marketplace that brings remote suppliers together with local customers. Given this arrangement, the supermarket "product" is its supply chain.

A supermarket business enterprise is a large, very complex structure, involving many component entities including but not limited to an array of repeat customers grouped in various local areas; a chain of retailers; various transportation systems; a set of warehouse distribution centers; and an array of product suppliers under contract. A supermarket exists in a competitive environment, where it acts as a value-added intermediary between geographically dispersed supplier companies and the scattered individual customers who eventually buy their products. Mutegi (2013) asserts that in carrying out its function, a supermarket business acquires and assembles a wide assortment of goods from individual suppliers, then organizes and distributes them as-needed to a chain of retail stores for sale to local customers.

There are 26 supermarkets operating in Nairobi according to Nairobi City Council Department of Licensing (2011). The first supermarket in Kenya was Westlands General Store (1960), Abrahams Self Service Store (1970) and Uchumi Supermarket (1975) all in Nairobi before they later spread to other towns in Kenya. According to Neven and Readon (2005), it was found that between 1990 and 2003, supermarkets grew by 18% Per Year. They also found out that supermarkets spread out from capital cities to intermediate and then to smaller towns. They explained the rapid growth to be emerging from increase in population in the urban areas, trade and domestic liberalization that include liberalization and stabilizing policies, import licensing removal and price liberalization.

The growth of supermarkets, according to Kamau (2008), is attributed to factors such as urbanization, liberation, the growing middle class and a changing lifestyle among other factors. At present Supermarkets operate in very competitive environment. Kulmia (2014) asserts that the nature and intensity of this competition is dependent on the number of supermarkets existing in a certain area, availability of goods in that particular supermarket, population in that given area, demographic attributes, supplier channels and promotional activities available.

Kisumu city has realised enormous mushroom of supermarkets in the last decade. According to the Trades Licensing Office (2017), there are currently five supermarkets with national outlook: Uchumi, Naivas, Tuskys, Choppies, Tumaini and Khetias, all of which have at least two branches located within the city. Surprisingly, each of these supermarkets has its loyal customers who have developed unique trust to some of the brands sold in their stores. Moreover, whether brand loyalty noted in these supermarkets are due to quality products, quality services, or customer relations as propagated by CRM scholars is not known.

1.2 Statement of the Problem

Relationship marketing stipulates that an organization entirely relies on a proportion of core customers for profitability and financial survival. This implies that essential and deliberate marketing practices like quality products, quality of services, as well as good customer relations must be employed to retain key customers besides attracting new ones. It is however unknown the extent to which supermarkets in Kenya, which operates in a liberalized and highly competitive environment, influence loyalty of their key customers to various brands in their stock. At an annual growth rate of over 20%, the supermarket sector in Kisumu City has five major players: Uchumi, Naivas, Tuskys, Choppies, Tumaini and Khetias all of which have more than 2 branches in various parts of the city. This translates to over 10 supermarkets without accounting for other small outlets fighting for a customer base of less than 10,000 active purchasers. To continue operating in a highly competitive environment, an organization must ensure that key customers are retained at a profitable level alongside seeking for new ones. Studies have established that loyalty of customers is only possible when quality products are offered over time; quality of service is improved continuously, and good relations with customers are kept each time during interaction. However, limited information is available with regard to how supermarkets operating within Kisumu City employ the aforementioned practices so as to win loyalty of their customers to brands that they sell.

1.3 Objectives of the Study

The purpose of the study is to assess the effect of relationship marketing on customer loyalty to brand choice in a survey of supermarkets in Kisumu City, Kenya. The specific objectives of the study are to:

i. Establish effect of product quality on customer loyalty to brand choice among supermarkets in Kisumu City, Kenya.
ii. Determine effect of quality of service on customer loyalty to brand choice among supermarkets in Kisumu City, Kenya.
iii. Analyze effect of product pricing on customer loyalty to brand choice among supermarkets in Kisumu City, Kenya

1.4 Research Questions

The study will attempt to answer the following research questions:

i. There is no significant effect of product quality on customer loyalty to brand choice among supermarkets in Kisumu City, Kenya
ii. There is no significant effect of quality of service on customer loyalty to brand choice among supermarkets in Kisumu City, Kenya

iii. There is no significant effect of product pricing on customer loyalty to brand choice among supermarkets in Kisumu City, Kenya

1.5 Scope of the Study

This study covers five supermarkets operating in Kisumu City that have national outlook (have branches in all the major towns in Kenya). It focuses on customer relationship marketing practices including product quality, customer service quality, and product pricing as they relate with brand loyalty. The study will involve marketing managers, supplies managers, and sales managers of each supermarket. Data will be collected using questionnaire during the month of September 2018.

1.6 Justification of the Study

Several parties will benefit from the findings of this study. These include supermarkets management and owners, consumers, government and policy makers as well as academicians and researchers. This study is intended to educate supermarket owners and other stakeholders on how influence brand loyalty among key customers of the supermarket. In addition, the study is also intended to inform supermarket stakeholders on customer relationship marketing practices to adopt in order to attract and retain more customers as compared to competition for a greater market share.

Consumers also stand to benefit from this study as it is intended to help them understand the various customer relationship marketing practices that supermarkets adopt and this may enlightened them to devise ways of having even greater bargaining for better quality products and services. Similarly, to the government of Kenya and policy makers, the study is set to provide information that can be used to formulate policies to govern and regulate the supermarket industry in Kenya on fair marketing practices to adopt. In addition, the study provides information that can be used to formulate policies that protect stakeholders and consumers from exploitation by their agents (management).

To researchers and academicians, the study will add to the body of knowledge on evaluation of competition among supermarkets using customer relationship marketing practices. The study recommendation will also provide a base upon which other studies on assessment of the effect of relationship marketing on customer loyalty to brand choice in supermarkets can be conducted.

1.7 Conceptual Framework

The independent variable of the study is customer relationship marketing, represented by practices such as quality products, quality of service, and customer relations. The dependent variable of the study is loyalty to brand choice, denoted by repurchase intention, commitment to particular supermarket, and word of mouth to fellow customers. The study conceptualises that customer relationship marketing influences loyalty to brand choice among customers of supermarkets. Figure 1.1 presents the conceptual framework of the study.

The independent variable in the study is customer relationship marketing, denoted by quality products; quality of service delivery, and product pricing. The dependent variable, on the other hand, is loyalty to brand choice denoted by repurchase intention and customer referrals. This study conceptualised that loyalty to brand choice among customers of supermarkets depend on customer relationship marketing. Figure 1.1 presents the conceptual framework of the study. However, the whole relationship is affected by taxation, inflation, and distribution network of the supermarket is affected by government policy.

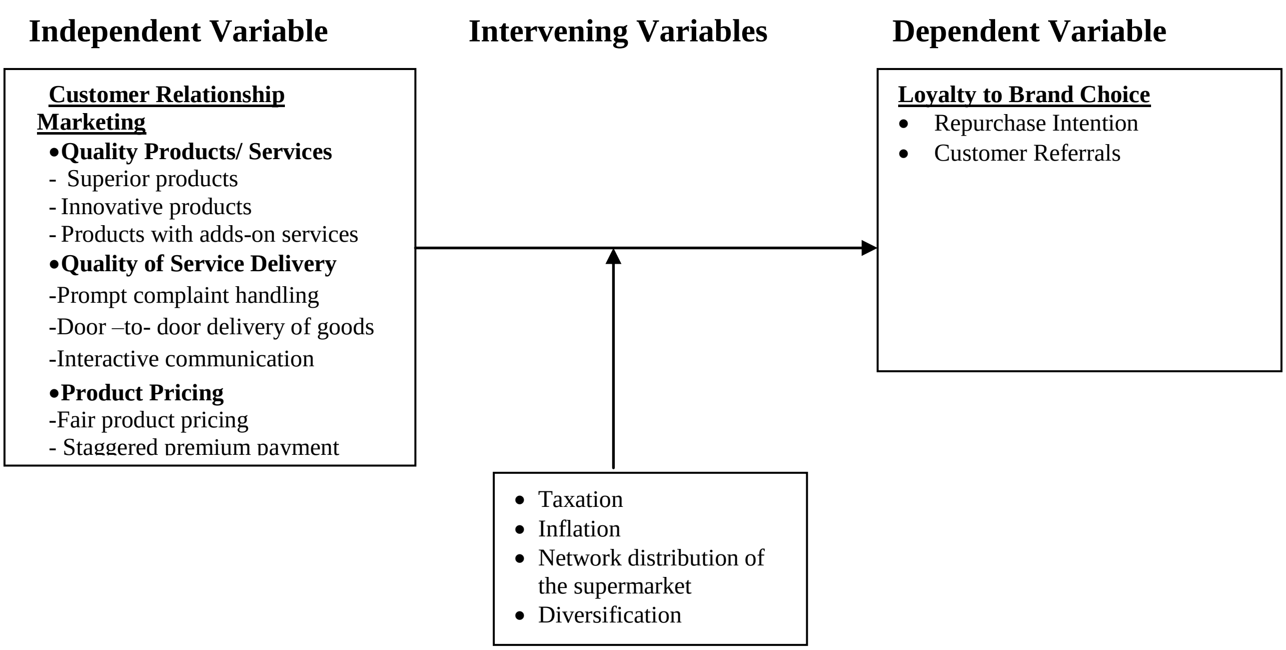

Figure 1.1: Conceptual framework showing the effect of customer relationship marketing on loyalty to brand choice by customers of supermarkets.
Source: (Adopted from Rowley, 2005

2.0 LITERATURE REVIEW

This section presents a review of literature focusing on the study phenomena. Falling in the sequence of the study objectives, the review covers global, regional, and local studies.

2.1 Theoretical Literature Review

Researchers as well as scholars (Athiyaman, 2004) have come to a conclusion that the effective satisfaction of customers will give room for customer loyalty. More so, there is a significant relationship between customer satisfaction and customer retention, and consequently firm profitability. Many theories have been used to explore the process through which customers form satisfaction judgments. However, this study will adopt the expectancy disconfirmation theory suggests that suggests that consumers form satisfaction judgments by evaluating actual product/service. Based on three psychological theories the study will select Assimilation, Contrast, and Assimilation-Contrast to explain the impact of expectancy on satisfaction:

2.1.1. Assimilation Theory

Assimilation theory is based on dissonance theory (Festinger, 1957). Dissonance theory posits that consumers make some kind of cognitive comparison between expectations about the product and the perceived product performance. Consumer post-usage evaluation was introduced into the satisfaction literature in the form of assimilation theory (Peyton, Pitts, and Kamery, 1990). It is argued that consumers seek to avoid dissonance by adjusting perceptions about a given product to bring it more in line with expectations (Anderson (1973). Consumers can also reduce the tension resulting from a discrepancy between expectations and product performance either by distorting expectations so that they coincide with perceived product performance or by raising the level of satisfaction by minimizing the relative importance of the disconfirmation experienced.

Nonetheless, assimilation theory has received some criticism from a number of scholars. For instance, Assimilation theory has a number of shortcomings. First, the approach assumes that there is a relationship between expectation and satisfaction but does not specify how disconfirmation of an expectation leads to either satisfaction or dissatisfaction. In addition, Payton et al posits that the theory also assumes that consumers are motivated enough to adjust either their expectations or their perceptions about the performance of the product. Researchers have also found that controlling for actual product performance can lead to a positive relationship between expectation and satisfaction. Therefore, it would appear that dissatisfaction could never occur unless the evaluative processes were to begin with negative consumer expectations.

2.1.2 The Concept of Customer Relationship Marketing

Fierce competition and rising customer expectations across the industry forced marketers to adopt customer centric marketing stratagem. "Relationship marketing acknowledges that a stable customer base is a core business asset" (Rowley, 2005). The literature revealed that the marketing has moved from "transaction marketing to relationship marketing" (Laketa, Sanader, Laketa and Misic, 2015). While transaction marketing does believe in "sale it and forget it" approach; relationship marketing does involve interactions, relationship and networks (Kotler and Keller, 2009). The later approach of marketing intends not only at acquiring new customers but also at retaining existing customers for long period of time. At one hand transaction marketing approach is based upon the concept of exchange (Bagozzi, 1974); at another hand relationship marketing is "to identify and establish, maintain, and enhance relationships with customers and other stakeholders, at a profit, so that the objectives of all parties involved are met; and that this is done by a mutual exchange and fulfillment of promises" (Grönroos, 2009).

Kotler (1994) propounded a service marketing triangle that stands for triangular marketing relationships on which service managers must focus their attention. The service marketing triangle advocates three aspects of marketing relationships i.e. external marketing, internal marketing, and interactive marketing. Whereas external marketing does deal with the relationship between the customer and the organization, internal marketing undertakes the relationship between the company and its employees. The relationship between the employees of the company and its customer is referred as interactive marketing. It is very evident that relationship is the heart of marketing and success of the organization is highly influenced by its ability to maintain relationship with its employees and customers.

One of the most widely accepted definitions of relationship marketing given by Morgan & Hunt (1994) describes it as "that which refers to all marketing activities directed at establishing, developing and maintaining successful relational exchanges". The concept of relationship marketing goes beyond transactional exchange as it is based on the intention of organizations to deliver superior value by emphasizing customers' perspectives as the focal point of relationship building activities.

O'Malley and Tynan (2000) noted that relationship marketing would work effectively when customers are highly involved in the good or service; there is an element of personalization; and customers are interested to be the part of relationship building activities. Relationship marketing implies that consumers enter into relational exchanges with organizations only when they think that the benefits derived from such relational exchanges exceed the costs (Hunt *et al.*, 2006)**.** By building and maintaining strong and profile relationship with customers, organizations also gain valid information source for effective marketing intelligence in order to formulate marketing strategies for their target market. In addition to helping organizations understand their customers, relationship marketing helps organizations to improve their market share and profitability and simultaneously reduce their cost of serving customers. It has been noted that the cost of attracting one new customer is five to six times more than the cost of serving one loyal customer (Ndubisi *et al.*, 2009).

Marketers are extensively using relationship marketing to make customers loyal in order to ensure that the customers will come back to service provider again and again for the similar service requirement; customer loyalty is central to the relationship marketing. Relationship marketing by design will not guarantee long lasting customer relationship; in fact, customers would demonstrate relationship with varied closeness and intensity. In order to develop effective relationship marketing strategies, organizations should improve customers' perceived benefits of getting into relationships (Leninkumar, 2017). Literature on customer relationship marketing practices adopted by supermarkets is however limited.

2.1.3 The Concept of Customer Loyalty

In today's competitive market, an organization's success is heavily depends upon its capability to develop and enhance long term customer relationships through offering amazing customer experience. Cultivation of loyal customers can lead to increased sales and customer share at lower costs and thus improve the profitability of the organization (Kotler and Keller, 2009). Kotler and Armstrong (2013) described loyalty as customers’ intention towards a firm as a function falls within a psychological process. Two dimensions are defined for customer loyalty:

behavioral and attitudinal. Attitudinal dimension refers to parameters such as repurchasing imagination, resistant to buy to other firms, tend to introduce, persist and persuade the others to use a company’s specific product or service (Yap et al., 2012). Behavioral dimension refers to a behavior of customers on repurchase and illustrates a priority for services or products (Kotler and Keller, 2009). The reason being, is that behavioral dimension can drive customers to the repurchase of products and the utilization of services from vendors. Hence, consumers’ tendency to commit is higher over time, according to Eakuru and Mat (2008). Rasheed and Abadi (2014) concur that repeating purchase is an indication of some classic key factors of attitude, which he considers to be “effectiveness”, “evaluative”, “cognitive”, and “dispositional”. In the opinion of Rasheed and Abadi (2014), the loyalty is specified to be the amount of customers’ service choice, switching tendency, purchase’s regularity and the overall shopping. Commitment and repurchasing decision therefore is influenced by customers’ loyalty (Kotler and Armstrong, 2013). Consequently, Aneela and Amer (2015) contend that loyalty of customers is one of the basic concepts in relationship marketing that has obtained a great value because of the fact that it is capable of giving more profits to a business through retained customers as compared to recruiting new customers. The foregoing notwithstanding, the relationship between customer relationship marketing and loyalty to brand choice among supermarkets seems to be limited, based upon existing relevant studies.

Several researchers have viewed CRM as a key determinant of profitability, without providing evidence with regard to loyalty to brand choice among supermarkets. For instance, an association between customer retention outcomes and customer retention planning, budgeting and accountability was investigated in Australia. It was found that excellence at customer retention is positively and significantly associated with the presence of documented complaints-handling processes, among other issues (Ang and Buttle, 2006). The impact of customer loyalty on firm performance was also examined in Malaysia and findings revealed that aspects of customer retention namely word-of-mouth, price insensitivity, repeat purchase and non-complaining behavior as well as demographic profiles significantly influence firm performance (Gengeswari, Padmashantini, and Sharmeela-Banu, 2013). It is however important to note that both studies did not mention profitability among insurance companies as a result of customer retention.

Scholars have contributed towards identification of aspects of CRM as service or product quality, quality of service provision, customer loyalty, and brand characteristics (Rahman, Mohamad, Fattah and Aziz, 2014; Upamannyu, Gulati, Chack and Kaur, 2015). However, studies focusing on customer loyalty to brand choice under the aforementioned CRM maneuvers tend to be limited on one hand, with the available few attaining inconsistent results, on the other hand. Accordingly, service quality is an important subject in both the public and private sectors, in business and service industries (Kalaiarasan, Appannan and Doraisamy, 2015). It is the extent to which a service meets or exceeds customer needs and expectations (Zeithaml, Bitner and Gremler, 2009). Consequently, in most of the service settings, customers may not receive the level of service they expect before the actual service experience. In the event that the performance of the service exceeds expectation, the service is perceived to be of high quality. Conversely, when performance does not meet expectations, then service quality is deemed unacceptable (Kalaiarasan, Appannan and Doraisamy, 2015:1130). However, information related to quality of service among supermarkets as a determinant of loyalty to brand choice under the lenses of CRM practices seem to be scanty.

Marketing managers have tended to employ Customer Relationship Management (CRM) as a means of enhancing customer loyalty, and subsequently customer retention. Despite of this, empirical evidence of the relationship between CRM practices and loyalty of customers continues to generate mixed results, more so among retail stores like supermarkets. An investigation of the influence of two-way communication and conflict handling on intentional customer loyalty via CRM as the intervening variable at a South African short term insurance organisation revealed that CRM positively influence customer loyalty (Roberts-Lombard, 2011). Timely and accurate communication alongside skilled conflict handling creates greater loyalty among customers (ibid). Marketing relations services like prompt settlement of claims, quality of products, fair pricing, prompt attendance to customer complaints, timely communication of price changes, and explanation of product benefits among others have also been established to be influencing firms' performance in Nigeria (Nebo and Okolo, 2016). However, extent of loyalty to brand choice accruing from customer relations marketing seems not to have been focused on.

In addition, customer loyalty is viewed as a consequent of characteristics of products, provision of additional services; good customer care, reasonable price and user friendly procedures greatly influence customers' perception towards the quality of firm's service (Sharmeela-Banu, Gengeswari and Padmashantini, 2013). For instance, customers' perceptions on price always act as a key driver for their behavior concerning the decision to patronizing the firm. Consequently, pricing tactics employed in acquiring customers are also influencing customer's loyalty and lifetime value with the firm (Polo et al., 2011). It goes that customers' price awareness such as detection of price fairness among service providers tends to be a central determinant of post-purchase gratification and hence repurchase intention. On the other hand, customer's switching intention; tendency to endorse and likelihood of continuously dealing with the firm are some of the possible implications from customer's perception with regard to firm's pricing. However, literature related to how the aforementioned CRM practices relate with loyalty to brand choice among supermarkets seem to scanty.

According to the American Marketing Association (2013), a brand is *"*a name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors. An alternative definition is that *"*a brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers" (Wood, 2000). Sarantidis (2012), on the other hand, cited David Ogilvy as defining a brand as "the intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation and the way it's advertised".

Brand loyalty is amongst the key factors critical for managers so that they can improve their customers' retention that will in turn have a favourable impact on the profit margin (Keller, 2003). A consumer is considered brand loyal whenever he/she perceives that a brand is offering him the right product features and the desired level of quality hence repeatedly making a conscious or subconscious repurchase of that particular brand (Laketa *et al.,* 2015). In today's competitive business environment building brand loyalty is becoming more complex to achieve. Companies are trying hard to keep their brand loyal customers loyal and avoid means of making room for competitors to grab these customers. Factors like customer satisfaction, customer trust worthiness of a company's product, the company's image, importance of relationships, product involvement, perceived quality and brand trust among others are some factors that affect brand loyalty (Agrawal & Siddharth, 2010). It is however unknown how business enterprises like supermarkets that operate in highly competitive environments win loyalty of their customers towards varying brands of products that they offer.

2.2 Empirical Literature Review

2.2.1 Quality of products and Loyalty to Brand Choice

Sarantidis (2012) conducted an in-depth investigation of the factors that affect store brand purchases using a total of 904 respondents who shop at the nine leading grocery retailers in Greece. The findings provide empirical support that store brand purchases are positively influenced by the consumers' perceived level of trust in store brands. Consequently the most appropriate way to influence store brand purchases in the Greek market is through increasing in the level of trust in the retailer's store brands.

Rasheed and Abadi (2014) investigated the effect of service quality, trust and customer perceived value on customer loyalty in the Malaysian banking, insurance, and telecommunications industry. A quantitative approach was employed to measure the relationships between the variables of the study. The study found that there is positive relationship between service quality and trust, service quality and perceived value, trust and customer loyalty and perceived value and customer loyalty. Consequently, based on findings, service quality, trust and perceived value are considered to be antecedents of customer loyalty.

Using four Telecommunication companies in Pakistan, Sabir, Irfan, Sarwar, Sarwar and Akhtar (2013) investigated the impact of service quality, customer satisfaction and loyalty programs on customer loyalty. A structured questionnaire was designed and survey was conducted to collect the data from 150 customers from different occupations in areas of Jhang and Okara districts of Punjab having different mobile phone connections of companies operating in Pakistan. A comparative analysis revealed that improving the quality of services results to greater customer satisfaction and customer loyalty.

Mecha, Ogutu& Ondieki (2015) analysed the effectiveness of customer retention strategies among commercial banks in Kenya. The study employed a descriptive research design. The target population comprised of all 44 commercial banks in Kenya. A total of 44 managers involved in strategy implementation were picked to represent the entire population. The sample size was preferred because it was manageable. A semi-structured questionnaire composed of three sections was used to collect primary data where the respondents were accessed through an interview and drop-and-pick later method. The study found that commercial banks applied product innovativeness to a very great extent. Commercial banks applied employee training and customer relationship management. The study established that employee training, product innovativeness was perceived as effective as well.

From the reviewed studies, it is critical to note that literature on product quality as a determinant of loyalty to brand choice within the supermarket sector is limited. Sarantidis (2012) focused on grocery retailers in Greece; Rasheed and Abadi (2014) carried out their study among commercial banks, while, Irfan et al (2013) used a population from four telecommunication firms. Locally, Mecha et al (2015) used a population of commercial banks to investigate customer retention strategies and concluded that product innovativeness was a key determinant of customer retention. Influence of product quality on customer loyalty to brand choice among supermarkets therefore seems to have been overlooked by researchers.

2.2.2 Quality of Service and Loyalty to Brand Choice

Kalaiarasan, Appannan and Doraisamy (2015) sought to determine the factors that influence in service quality on customer satisfaction in low-cost airline industries in Malaysia. Various variables which influences on passenger such as service environment, employee approaches, efficiency of services and consumer behavioral intention were studied. A total of 300 respondents were from Kedah and Penang. The results obtained were analyzed using descriptive statistics and regression. The result indicates that service environment is the main factor contributes to determine the customer satisfaction.

In Indonesia, Prihatiningsih, Suwitho and Sitohang (2016) examined the effect of relational bonding, trust and satisfaction on customer commitment and loyalty to bank Jatim. The population in this study comprised all customers of Bank Jatim, who bank in all branch offices in East Java, and uses banking services such as savings, checking and credit. The population is infinite because it is difficult to be certain of the number of customers Bank Jatim has. It was observed that relational bonding, trust and satisfaction had significant effects on customer commitment. But relational bonding, trust, satisfaction, and commitment had no significant effect on customer loyalty.

Using four Telecommunication companies in Pakistan, Sabir, Irfan, Sarwar, Sarwar and Akhtar (2013) investigated the impact of service quality, customer satisfaction and loyalty programs on customer loyalty. A structured questionnaire was designed and survey was conducted to collect the data from 150 customers from different occupations in areas of Jhang and Okara districts of Punjab having different mobile phone connections of companies operating in Pakistan. A comparative analysis revealed that improving the quality of services results to greater customer satisfaction and customer loyalty.

Roberts-Lombard (2011) investigated the influence of two-way communication and conflict handling on intentional customer loyalty via CRM as the intervening variable at a South African short term insurance organisation. The sample consisted of 254 customers in four major centres in South Africa. One independent variable, conflict handling exerted a statistically significant positive influence on the intervening variable (CRM), while two-way communication exerted a statistically significant negative influence on the intervening variable (CRM). The intervening variable (CRM) positively influenced the dependent variable Customer Loyalty (CL). If short-term insurance organisations communicate timely and accurately, and are skilled in conflict handling, greater loyalty will be created among customers

Daniel (2016) sought to examine the effect of service quality on customer retention among commercial banks in Kenya. The finding was that most of the commercial banks in Kenya use the ServQual dimensions to some extent. There was significant relationship between ServQual dimensions (reliability, assurance, tangibility, empathy and responsiveness) and indicators of customer retention (customer trust, customer satisfaction, level of involvement, communication effectiveness, switching barriers and price).

Agyei and Kilika (2013) examined the relationship between service quality and customer loyalty in the Kenyan mobile telecommunication service sector. Kenyatta University students drawn from five of its campuses were selected for the population of the study. A significant relationship was found between service quality and customer loyalty $r(313)= 0.47$, $p<0.05$. The ServQual model explained a significant proportion of variance in customer loyalty scores with $R2 = 0.306$,

$F(4, 308) = 33.93$, $p < 0.05$. The dimensions in the model predicted different values on customer loyalty: Reliability $b = 0.19$, $t(313) = 2.89$, $p<0.05$, Assurance $b = 0.25$ $t(313) = 3.50$, $p < 0.05$,Empathy $b = 0.35$ $t(313) = 4.90$, $p<0.05$ and Reliability $b = 0.37$, $t(313) = 0.54$, $p>0.05$. In sum, service quality has a positive relationship with customer loyalty.

Onditi, Oginda, Ochieng and Oso (2012) used data collected during the period of March 2012 to June 2012 from the 400 customers of the four major banks in Homabay County to establish the implications of customer personality on customer loyalty. The adjusted R square statistic (Adj. $R2 = .046$), this suggests that service quality has a significant effect on customer loyalty. Since service quality is significant predictor of customer loyalty that have not changed banks in the last two years, it was possible to build prediction model of customer loyalty using the constant and B value such that $CLI = 70.024 - 0.202SQ$; where CLI was the predicted customer loyalty that have not changed banks in the last three years, and SQ the status of service quality. This means that it is possible to increase customer loyalty by about 4.6% through manipulating quality of service.

Whereas the aforementioned studies (Kalaiarasan *et al.*, 2015; Prihatiningsih *et al.*, 2016; Sabir *et al.*, 2013; Roberts-Lombard, 2011; Daniel, 2016; Agyei and Kilika, 2013; Onditi *et al.*, 2012) investigated various aspects of customer service, they did not use a population from the supermarket sector. Kalaiarasan *et al.* (2015) used a sample from low cost airline firms; Prihatiningsih *et al.* (2016) involved the Bank Jatim; Sabir *et al.* (2013) focused on telecommunication sector, while Roberts-Lombard (2011) dealt with the insurance sector. Locally, Daniel (2016) involved a sample within commercial banks; Agyei and Kilika (2013) focused on the telecommunication sector, while Onditi *et al.* (2012) involved a sample from commercial banks. It is therefore clear that quality of customer service seem not to have been investigated within the supermarket sector.

2.2.3 Product Pricing and Loyalty to Brand Choice

Dib and Al-Msallam (2015) sought to explore the effects of three customer perceptions (perceived quality, brand image, price fairness) on customer satisfaction and Brand loyalty. A combination of a convenience and judgmental sample survey of 584 mobile phone users, from undergraduate students of major universities in Damascus (Syria), was used to the test the hypotheses. The results illustrate that customer satisfaction significantly affects customer loyalty.

Also, the factors of perceived quality, brand image and price fairness affect Brand loyalty. Customer perception of perceived quality, brand image and price fairness are almost equally to build up the satisfaction.

Malik, Ghafoor and Iqbal (2012) explored the effects of three customer perceptions (perceived quality, brand image, price fairness) on customer satisfaction and Brand loyalty. A combination of a convenience and judgmental sample survey of 584 mobile phone users, from undergraduate students of major universities in Damascus, was used to the test the hypotheses. The results illustrate that customer satisfaction significantly affects customer loyalty. Also, the factors of perceived quality, brand image and price fairness affect Brand loyalty. Customer perception of perceived quality, brand image and price fairness are almost equally to build up the satisfaction.

Hasniaty (2015) sought to quantify the relationship between customer perceptions on the concept of product, price, service quality and relationship quality on customer loyalty of domestic airline in Indonesia on a sample of 300 respondents. The data analyzed using SEM (Structural Equation Modelling). The results of this study suggest that the product has a significant positive effect on trust, customer satisfaction and loyalty, but positive effect is insignificant on commitment. The price has significant positive effect on trust, commitment, satisfaction, but positive effect is insignificant on loyalty. Service quality has a significant positive effect on trust, commitment, satisfaction, but positive effect is insignificant on loyalty. Trust has significant positive effect on satisfaction and loyalty. Commitment has significant positive effect on loyalty, but positive effect is insignificant on loyalty. Satisfaction has significant positive effect on satisfaction and loyalty.

In Cyprus, Bassey (2014) sought to develop a conceptual model that examines the relationship between customers perceived price fairness, satisfaction and loyalty, incorporating two outcomes of loyalty, affective loyalty and behavioural loyalty. Perceived price fairness is the customer's perception of a sales transaction and outcome being just, acceptable and reasonable. Perceived price fairness has a significant positive effect on customer satisfaction, similarly, the results showed that perceived price fairness has a significant positive effect on affective and behavioural loyalty; therefore, perceived price fairness increases customer satisfaction and loyalty. Furthermore, the results of the study indicate that customer satisfaction positively influences customer loyalty lending support to customer satisfaction as a factor of predicting customers repeat purchase. Finally, the results demonstrate the mediating effect of customer satisfaction between perceived price fairness and loyalty. Thus, perceived price fairness is positively related to affective and behavioural loyalty directly and indirectly through customer satisfaction.

In Zimbabwe, Fuyane (2011) employed ServQual to evaluate price and service quality of cross-border transporters on a sample of 165 respondents selected using a judgmental sampling technique comprising of customers, staff and management of transport service providers as primary data sources to evaluate if price and quality of a service had any impact on customer satisfaction. The findings were that price does not have a direct relationship with customer satisfaction; rather it is indicative of the quality of the service. Furthermore, it was found that pricing has led to some psychological segmentation. It also revealed that customer satisfaction is the result of customer's perception of value received, where value equals service quality received relative to price.

Chache (2014) sought to examine whether the growth of micro insurance in Kenya is affected by how insurance underwriters price their products. Data was collected from 7 insurance companies which underwrite micro insurance. The findings of this research establish that there exists a relationship between the gross premium and the incurred expense ratio, incurred claims ratio and net income ratios. The study established that there was 87.9% variation in gross premium which could be explained by the independent variable thus deeming the regression model fit. There was a positive correlation between the expense ratio 0.555, claims ratio 0.239and net income ratio 0.914 and the gross premium, which is significant at 5%implying that an increase in the above ratios will indicate an increase in the gross premium.

The foregoing studies were not carried out using samples from the supermarket sector. For instance, Dib and Al-Msallam (2015) involved a sample from mobile phone users; Hasniaty (2015) used a sample from domestic airline in Indonesia, while Fuyane (2011) involved bank customers in Zimbabwe; In Kenya, Chache (2014) involved seven micro insurance firms. It is therefore critical to note that product pricing seems to have investigated in other sectors more than among supermarkets. This study therefore aims at focusing on product pricing among supermarkets and determine its relationship with loyalty to brand choice.

2.3. Summary of Literature Review

Customer relationship marketing has been proved by studies as a panacea to customer satisfaction and profitability among profit making entities. Customer satisfaction is anchored on the fact that consumers make some kind of cognitive comparison between expectations about the product and the perceived product performance, as envisaged by dissonance theory (Festinger, 1957). However, the relationship between key components of CRM (product quality, quality of customer service, and product pricing) and loyalty to brand choice seem to have attracted limited attention in research. Equally, components of CRM as practiced among supermarkets seem to have been overlooked.

Concentration seems to have been made in sectors such as commercial banks, insurance, and commercial airline with regard to studies concerning components of CRM. Similarly, such components of CRM have been related with customer satisfaction on one hand, and profitability on the other hand. It is therefore important that the relationship between customer relationship marketing components and loyalty to brand choice be conducted to bring to light such interplay in this sector.

3.0 METHODOLOGY

This section presents the research design for the study. It details the study population, sample size, sampling techniques, instrumentation and data analysis.

3.1 Research Design

The research design for this study is both descriptive and correlational. Descriptive design is ideal because the study presents a systematic and accurate description of how customer retention relates to profitability in a firm (Zikmund, 2003). Equally, causal-effect relationship between CRM practices and loyalty to brand choice among supermarkets necessitates the use of correlational design in this study.

Descriptive research is a technique where information is gathered from a sample of people using a questionnaire or interview technique. The method of data collection used is often either observation or interview or questionnaire (Kothari, 2004). The study will therefore collect data in an attempt to describe as accurately as possible the current CRM practices among selected supermarkets and then attempt to show the contribution or influence that the practices has on loyalty to brand choice.

3.2 Study Area

The study area will be in Kisumu County. It is one of the 47 Counties in the devolved government of Kenya. The County has a population of 952,645 with a population density of 474.1. Several tourism attraction sites abound including Dunga hill camp, Impala sanctuary, Kit Mikayi, Kiboko Bay and Kisumu Museum. Generally, Kisumu County is dominated by the Luo Community with a few neighbouring communities such as the Luhya and the Kisii and traders from the wider Kenya. With good climate and the average rainfall per year being 1400mm, the County still practices agriculture for subsistence on a larger sense. Kisumu city is the main commercial and administrative centre and lies on coordinates 0°6′S 34°45′E at an altitude of 1,131 m (3,711 ft), and is the third largest city in Kenya

3.3 Target Population

Mugenda and Mugenda (2003) described population as, the entire group of individuals or items under consideration in any field of inquiry and have a common attribute. The target population of this study will be the staff working in the marketing departments at the head offices of Uchumi, Naivas, Tumaini, Khetia's and Tuskys supermarkets. According to Bizzcommunity (2014, cited in Kulmia, 2014), Uchumu has76 staffs working in the marketing department, Naivas has 73, Tumaini has 68, Khetia's has 71, and Tusky's has 83 staff. This makes 371 as the target population.

The staff working in the marketing department is targeted because they often have information regarding various products sold in the supermarket, including different brands. Additionally, marketing department possess information concerning brands that are frequently purchased by customers as well as various reasons for the popularity of such brands. They are therefore in better positions to provide information about the influence of product quality, quality of service, and product pricing on loyalty to brand choice.

3.4 Sample Size and Sampling Procedure

A sample is a smaller group or sub-group obtained from the accessible population (Mugenda and Mugenda, 2003). This subgroup is carefully selected to be representative of the whole population with the relevant characteristics. Each member or case in the sample is referred to as respondent or participant. There are several approaches to determining the sample size. These include using a census for small populations, imitating a sample size of similar studies, using published tables, and applying formulas to calculate a sample size. This study will adopt Yamane's formula (Israel, 2013) to calculate the sample size for study as shown below.

$$n = \frac{N}{1 + N(\mathrm{e})2}$$

Where *n* is the sample size, *N* is the population size, and *e* is the level of precision (0.05). The sample size of customers will thus be calculated as:

$$\mathrm{n}= \frac{371}{1+371\ (0.05)^2} = 193$$

Where *n* is the sample size, *N* is the population size, and *e* is the level of precision (0.05). The sample size of the study will therefore be 193 staff from the marketing department.

To ensure equal representation of each member in the study, stratified Random Sampling which involves dividing the population into subgroups (or supermarkets) and then taking a simple random sample of *f = n/Nx 100%* in each supermarket will be used (Patton, 2002). Where *f* is the sample size of the sub group; *n* is the population of the sub group; and *N* is the total sample size. This study will therefore have five strata representing each supermarket. The sample distribution of the study respondents is as shown in Table 3.1.

Table 3.1: Distribution of Sample Size

Respondents	Target Population	Percentage	Sample size
Uchumi	76	20.73	40
Naivas	73	19.69	38
Tumaini	68	18.13	35
Khetias	71	19.17	37
Tuskys	83	22.28	43
Total	371	100	193

3.5 Data collection methods

3.5.1 Data Type and Sources

The study will rely on primary data collected directly from the selected supermarkets. This will comprise quantitative data collected by means of study questionnaire.

3.5.2 Data Collection Procedure

The researcher will obtain a letter of introduction from Maseno University which will enable him apply for a research permit from National Commission of Science, Technology and Innovation (NACOSTI) before commencing the study. The researcher will avail the introduction letter to the respondents so as to explain the purpose of the research. To ensure that the instruments to be used for data collection are valid and reliable, a pilot study will be conducted; thereafter issues arising from the questionnaire will be clarified.

3.5.3 Data Collection Instrument

This study will use questionnaires to get primary data. The questionnaire will be divided into four sections. Section one will assess biographical information of the study respondents; section two examine levels of loyalty to brand choice, while section three will assess extent of quality of products. Section four of the study questionnaire will assess extent of quality of customer services and section five will assess the effect of product pricing.

The advantage of using questionnaire is that it will enable each respondent to be asked to respond to the same set of questions, thus providing an efficient way of collecting responses from a large sample prior to quantitative analysis. Questionnaire also reduces time and cost. The questionnaire is scored on a five point Likert scale as: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1).

3.5.4 Reliability Tests

Reliability is a measure of the degree to which a research instrument yields consistent results after a repeated trial (Amin, 2005). To attain instrument reliability, test retest method will be conducted in a pilot study involving 19 randomly selected staff members from the marketing department. These staff members will be excluded from the main data collection exercise. The instruments will be administered on these selected respondents after which they will be calculated to determine whether they (instruments) yields reliability index of 0.7 and above. This is an indication that the instrument can be reliable (Nunnaly, 1978). The accuracy and reliability of these instruments will therefore be gauged.

3.5.5 Validity Tests

Mugenda and Mugenda (2003) notes that validity is the degree to which the results obtained from the analysis of the data actually represent the phenomenon under study. The validity of research instruments will be realised by scrutinizing the questionnaire items during their construction. Questions will be discussed with the supervisor before giving them to two independent lecturers from the school of Business studies, Maseno University for verification, and to assess the content validity so as to clear any lack of clarity and ambiguity. These experts will examine the instruments to assess the relevance of the questions to the objectives of the study. These steps are intended to help in improving both content and face validity of the instrument.

3.6 Data Analysis

This study will use quantitative data analysis method. Quantitative data such as statistical information on biographical backgrounds of the respondents, motivational practices, employee turnover practices, and the influence of motivational factors on employee turnover will be analyzed by descriptive and correlational methods. Descriptive statistics such as frequency distribution and percentages will be used to analyse biographical information of study respondents, while Pearson's correlation and multiple regressions will be used to analyse the relationship between quality of products, quality of customer services, product pricing, and loyalty to brand choice among the sampled supermarkets as recommended by Hair, Babin, Money & Samouel (2003). These variables will be tested from a general multiple regression equation of the form:

$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$ (*Source: Adopted from Hair et al, 2003*).

Where:

Y = Loyalty to brand choice

β_0 = Constant loyalty to brand choice when customer relationship marketing is nil

β_1, and β_2 = Beta coefficients

X_1= Quality of products (measured on a summated scale of 1 to 5)

X_2= Quality of customer services (measured on a summated scale of 1to 5)

X_3= Product pricing (measured on a summated scale of 1to 5)

ε = Error term

A partial regression coefficient represents the change in dependent variable, due to one unit change in independent variable; e is the margin term.

3.7 Data Presentation

The researcher will use tables to present the analysed data related to biographical information of respondents, the relationship between customer relationship marketing and loyalty to brand choice.

3.8 Ethical Considerations

Ethics is defined as use of moral ideologies in designing, conducting and writing research outcomes, with the essential moral standards focusing on the right and the wrong. In social research, ethics involves protection and respect for respondents taking part in the study (British Psychological Society, 2010). Transparency, openness privacy and honesty will be the guiding principle during this research. In this study the ethical issues will entail respecting the respondents' individual rights in the data collection. The respondents will also be selected on the basis of their willingness and interest to participate in the study. Once they are briefed on what it entails, the researcher will ensure that the respondents feel comfortable and had time to participate in the study.

All data collected will be stored under lock and key and only accessible to the supervisor and the researcher. To maintain the confidentiality of the study respondents, the study instruments will not bear names, addresses or any identifiers that could link the information provided to the respondents. The respondents will be issued with serial numbers and the interview will also be conducted in privacy to ensure that the respondent feel free and comfortable to provide truthful information. The respondents will also be assured of utmost confidentiality. The consideration of these issues is necessary for the purpose of ensuring the privacy and the security of participants.

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APPENDICES

APPENDIX I: LETTER OF INTRODUCTION

Lameck Odhiambo

Maseno University,

P.O. Box

Kisumu.

Dear Sir /Madam,

RE: EFFECT OF RELATIONSHIP MARKETING ON CUSTOMER LOYALTY TO BRAND CHOICE: A SURVEY OF SUPERMARKETS IN KISUMU CITY

I am a Master of Business Administration student at Maseno University carrying out a research on the above topic. The express purpose of this letter is to request you to assist me by filling in the questionnaire as correctly and as honestly as possible. The identity and responses will be treated with **UTMOST CONFIDENTIALITY** and the researcher will take responsibility for misuse of the same. For such reason therefore, DO **NOT WRITE YOUR NAM E** on the questionnaire

The copy of final research can be availed to you upon request. I take this opportunity to thank you for your willingness to participate in this important exercise.

Yours faithfully,

LAMECK ODHIAMBO

APPENDIX II: STUDY QUESTIONNAIRE

Dear Respondents,

My Name is **LAMECK ODHIAMBO**. This questionnaire is aimed at soliciting data necessary to enable me carry out my study which is based on the relationship between customer relationship marketing and loyalty to brand choice. The study is purely for academic purposes. Remain assured that your contribution will be kept with utmost confidentiality. You are also free to withdraw your participation in the study any time as you deem fit. Finally, this exercise will be conducted in a language that is understood by each participant. Thank you.

SECTION I; BIOGRAPHICAL INFORMATION OF RESPONDENTS

Kindly place a (√) in the boxes provided as appropriately as possible.

1. Gender: i) Male; ii) Female;

3. Age: i) Below 30 years; ii) 31 – 35 years; iii) 36 – 40 years;

iv) 41 – 45 years; v) 46 – 50; vi) 51 and above;

4. Level of Education: i) None; ii) Primary Level; iii) Secondary level;

iv) Tertiary Level; v) Any others (Specify); ____________________

5. Period of work in supermarket: i) Less than 5 years; ii) 6– 10 years; iii) 11 – 15 years;

iv) More than 16 years

SECTION II; LOYALTY TO BRAND CHOICE

Different approaches have been employed as measurements of profitability in companies within service industry. The following statements relate to the measurements of loyalty to brand choice among supermarket firms. According to your opinion, state the level of your agreement as:

1- Strongly Disagree; **2**- Disagree; **3**- Neither Agree nor Disagree; **4**- Agree **5**- Strongly Agree.

No	**Items**	**1**	**2**	**3**	**4**	**5**

1	Repurchase trends					
2	Repurchase recommendation					
3	Customer referrals					
4	Reduction in customer complaints					
5.	Return on investment					
6	Return on assets					
7.	Return on Equity					
8.	Diversification in product choice					
9	Lack of desire to change product choice					
10	Premium growth rate					

SECTION III: PRODUCT QUALITY

The provision of services or products that meet the needs of the customer often results into loyalty to brand choice. The following statements relate to aspects of product/service qualities. Kindly express your agreement as: **1**- Strongly Disagree; **2**- Disagree; **3**- Neither disagree nor agree; **4**- Agree **5**- Strongly Agree,.

No	**Items**	**1**	**2**	**3**	**4**	**5**
1	Prompt settlement of complaints					
2	Timely notification of price changes					
3	Adequate explanation of product benefits					
4	Adds-on benefits to a product					
5.	Continuous improvement of products					
6	Innovative processing of complaints					
7.	Product life cycle					
8.	Continuous assessment of customer needs					

SECTION IV: QUALITY CUSTOMER SERVICE

Communication between customers and service provider is an important strategy in retaining key customers. In addition, how customers are served has the potential of enhancing loyalty to brand choice in a particular industry. Kindly express your agreement as: **1**- Strongly Disagree; **2**- Disagree; **3**- Neither disagree nor agree; **4**- Agree **5**- Strongly Agree,.

No	**Items**	**1**	**2**	**3**	**4**	**5**
1	Prompt response to customer enquiries					
2	Handling of customer complaints					

3	Periodic education of customers on types of products					
4	Service environment					
5.	Cordial reception of customers during service delivery					
6	Corporate social responsibilities					
7.	Treatment of customers in general					
8.	Treatment of departing customers					

SECTION V: SERVICE/PRODUCT PRICING AND PROFITABILITY

Most firma employ different pricing strategies to attract and retain customers. Pricing of products has been linked to loyalty to brand choice. Which, among pricing approaches have contributed to loyalty to brand choice?

Kindly express your view as: **1**- Strongly Disagree; **2**- Disagree; **3**- Neither disagree nor agree; **4**- Agree **5**- Strongly Agree, in accordance your daily farming practices.

No	**Items**	**1**	**2**	**3**	**4**	**5**
1	Harmonization of price among different products					
2	Price differentiation					
3	Price discounts on purchase of more than one product					
4	Product discount in purchase of more than one product					
5.	Extension of period to return un needed products					
6	Staggering of product choices					

End

Thank you

TIME PLAN

ACTIVITY	June		July		August		September		October		November	
Topic identification & approval												
Proposal Writing												
Presentation of research proposal												
Data collection												
Data Analysis												
Compiling Research report												
Presentation of final report and Research Submission and												
Result findings dissemination												

BUDGET

	ACTIVITY	QUANTITY	UNIT COST (KSH)	TOTAL COST (KSH)
1.	Subsistence	30 days	500	1,500
	Travel	30 days	1,000	30,000
	Sub total			**31,500**
2.	Stationary And Tying Services			
	Field Note Book	5	50	250
	Foolscaps	I rim	500	500
	Photocopies	6 rim	500	3,000
	Pens	10	100	1,000
	Printing Proposal	30 pages	30	4,500
	Printing	200 pages	30	6,000
	Photocopying proposal	20 of 50 pages	2	2,000
	Photocopying	10 of 200 pages	2	4,000
	Binding proposal	10 pages	100	1,000
	Binding	10 pages	1500	15,000
	Sub total			**37,250**
3	Internet and library			15,000
	Contingencies (10% of costs)			9,425
	GRAND TOTAL			**93,175**