

**Relationship Marketing and Customer Loyalty in Mobile Phone Industry
A Case of Customer Loyalty Analysis in Vodacom, Tanzania**

By

Thobias Mallya

Master of Business Management, Moshi Co-operative University (MoCU), 2017

Relationship marketing is a strategy designed to promote customer loyalty, interaction and long-term engagement with customers by providing them with information directly suited to their needs and interests and by promoting open communication. The main objective of the study was to analyze the relationship between customer relationship marketing and customer loyalty in Vodacom Tanzania. The study employed case study design, where by sample of 157 respondents was utilized. The study employed stratified sample technique, purposive sampling and simple random sampling. Data were collected through questionnaire. Multiple Regression and Descriptive statistics technique of frequency, percentage, mean and standard deviation was used to analyze data. The study found that all the study variables of Relationship Marketing and Customer Loyalty were strongly, moderately significant positive related, component of relations marketing play a greater role on influencing customer loyalty. The study concluded that a positive brand image makes it easier for a firm to convey its brand value to consumers and also generates favourable customer loyalty among people, The greater the Relationship marketing, the higher the consumer loyalty level and vice versa as confirmed by findings. The study recommended that companies must focus on the attributes of trust, communication and commitment to influence customer loyalty.