

## **Impact of Customer Relationship Perceptions on Customer Loyalty in Supermarkets in Sri Lanka**

Piumali, W. M. H.<sup>1</sup> and Wijethunga, W. M. H. U.<sup>2</sup>

Building and maintaining strong relationships with their customers has become a basic requirement for companies today. Therefore, firms aim to build close relationships with customers to enhance Customer Relationship Perceptions (CRPs) which would lead to Customer Loyalty (CL). There are only few researches that have studied the relationship between CRPs and CL especially in the Sri Lankan context. Therefore, this study investigates the relationship between CRPs and CL of supermarkets in Sri Lanka. This study is descriptive and correlational in nature. Target population of the study was all supermarket consumers and 180 of them were selected as the sample. The results show that, there is a high level of CRPs among supermarket consumers in terms of affective commitment and satisfaction and there is high level of CL towards supermarket consumers in terms of attitudinal loyalty and behavioral loyalty. Findings of the study highlight that CRPs dimensions positively effect to the customer loyalty.

**Keywords:** *Customer Relationship Management, Customer Relationship Perceptions, Customer Loyalty, Supermarket Consumers*

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<sup>1</sup>Department of Marketing Management, Faculty of Management, University of Peradeniya, Sri Lanka (harshapiumali@gmail.com)

<sup>2</sup>Department of Marketing Management, Faculty of Management, University of Peradeniya, Sri Lanka (heshani114@yahoo.com)