

ABSTRACT

The main purpose of this research is to investigate how customer- retailer relationship had been practiced in grocery retail store. The research problem of this study is it is unclear that what would be the reason the customer are still have a close relationship with their local residential grocery store even there are many supermarkets and hypermarkets in their nearby town. Even though the competition is high it is still unclear how the grocery retail stores can able to maintain a good relationship with customer. This study will provide knowledge and contribution for the management of grocery stores to understand better about the customer what they really looking for maintaining customer- retailer relationship in grocery retail store. This study will also provide what are practices that the retailer can perform to have successful relationship marketing. This study adopted a qualitative method to explore the factor of customer –retailer relationship in grocery retail store. A total ten participant ware interviewed using semi-structured interview and purposive sampling technique. The research instrument utilized in this research was an interview and results obtained were analyzed using data analysis.