

## Abstract

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Literature suggests that strong relationship outcomes not only depend upon successful relationship marketing practices, but also upon consumer personality. Based upon face-to-face interviews with 612 customers (using questionnaires) purchasing from large format grocery retail outlets in India, the present study found strong relationship between consumer personality and their perception of Retailer's Retention Orientation. This study contributes to relationship marketing literature in three ways. First, this study demonstrates that different relationship marketing practices have a differential impact on the overall loyalty efforts (as perceived by customers) retailers are making (customer retention orientation). Various relationship-orientated strategies practiced by the retailers are Merchandise Quality, Service Quality, Preferential Treatment, Personalization, Gifts and Communication. The study found strong support for strategies like Merchandise Quality, Service Quality, Preferential Treatment, Personalization and Gifts. Second, it indicates that product category involvement as a personality trait underlies a customer's intrinsic proneness to engage in retail relationships (customer relationship proneness) and shopping enjoyment as another personality trait is inversely related to a customer's intrinsic proneness to engage in relationships. Third, it reveals that the strength of relationship outcomes depends upon both customer retention orientation and customer relationship proneness.

**Keywords:** *Relationship marketing; Customer retention orientation; Customer relationship proneness, AMOS 4.*