

Relationship marketing is an important element to attract and satisfy the customers. Relationship marketing also plays role in attraction of customer's attention towards the relationship between suppliers and customers. The basic purpose of the study is to provide a relationship Track that will help marketers to create and maintain strong relationships in consumer markets of developing nations like Pakistan.

Data were collected through administered questionnaire which consists of 24 items from 380 respondents of the universities students in cities of Islamabad and Peshawar of Pakistan.

The results show that involvement has positive impact on the relationship value. Trust was found as non-significant on relationship value. The findings also suggest that commitment have positive impact on relationship value. The other important result of the study is that relationship marketing tactics play moderating role between involvement, trust, and commitment on relationship value. Managers can easily increase and maintain relationship with their customers by following the proved hypothesis in a developing country like Pakistan. It will also help them choose the right relationship marketing strategy to gain the positive results.