SIGNIFICANCE OF CUSTOMER RELATIONSHIP MANAGEMENT AND ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR IN ENTREPRENEURIAL APPAREL FIRMS

[1] Muhammad Khyzer Bin Dost, [2] Muhammad Wasim Akram, [3] Muhamamd Ali and [4] Saher Sonum

[1,] Hailey college of commerce, Punjab University Lahore

[2] Faculty of Management, Universti Teknologi Malaysia, Johor, Malaysia.

[34] Superior University, Lahore

Corresponding Author: khyzer_bin_dost@hotmail.com

ABSTRACT: *The advancement of era has change the ways of entrepreneurs to connect and interact with customers. Various marketing strategies are used to attract the customer and influencing their buying behaviour. Customer Relation Management (CRM) is the most important issue in the business field. The business environment is quite competitive nowadays which increases the need to adopt new strategy like CRM which has different dimensions like customer orientation, customer knowledge management and technology. The advertisement is one of the old and effective communication tool is using different medium to reach their target customer like online and mobile advertising to. This research aims to study the effect of CRM dimensions and Advertisement dimensions on consumer buying behaviour in entrepreneur apparel industry adults are specifically target for this research study in Lahore. The survey was conducted to collect data using close ended questionnaire and snow ball sampling technique was used for this and the time frame selected for this study is cross sectional. This research study used some statistical test like reliability, KMO and Bartlett's test, descriptive statistics, correlation and regression to find the relationship between variables. After the analysis positive and significant relation has found between variables.*

Keywords: Customer orientation, customer knowledge management, CRM technology, online advertisement, mobile advertisement and consumer buying behaviour.

1. INTRODUCTION:
1.1 Background
Every organization large or small, manufacturing or service, public or private adopts different strategies to grow and earn profit by achieving sustainable competitive advantage. So companies need implement those marketing strategies which retain the existing customer and also attract the new customers. Therefore companies need to employ a strategy for maintaining relationship like Customer Relationship Management because customer focuses the service aspect when evaluating a firm. The companies through CRM can compete better and also achieve the competitive advantages and company can have long term profit if long term relationship once build with customer and this enhance satisfaction and loyalty of customers. These customers are considered as best advertisement channel and best competitive advantage [1].

Now advertisement is consider as great source for business promotion in market. With the advent of 21st century different modes of media use to deliver message that includes newspaper, magazine, mobile phone, television, internet, outdoor displays etc. The researchers concluded that advertisement has great influence on consumer behaviour and attitudes and it is designed to appeal and to provide information that consist of quality and price of product and other information that generate feeling and judgement and affect the attitude of consumer [2]. Therefore advertisement is no longer consider as secondary business activity but now it accepted as supportive service and also contributory input for growth.

1.2 PROBLEM STATEMENT:
Consumers are the major target of every business to satisfy their needs, number of strategies and their effect on consumer were studied. CRM is one of the best strategy to maintain customer and is still not studied regarding its effect on consumers majorly in entrepreneur apparel industry. Advertisement one of the effective promotional tools of marketing mix studied many times is not specially done in Lahore with CRM in entrepreneur apparel industry.

The research study will examine the effect of CRM and Advertisement on consumer buying behaviour in entrepreneur Apparel Industry Lahore

1.3 OBJECTIVE OF STUDY
1.3.1 Main objective:
To determine the effect of CRM and Advertisement on consumer buying behaviour in entrepreneur apparel industry Lahore.

1.3.2 Sub objective:
1. To determine the effect of CRM on consumer buying behaviour in entrepreneur Apparel Industry.
2. To determine the effect of advertisement on consumer buying behaviour in entrepreneur Apparel Industry.
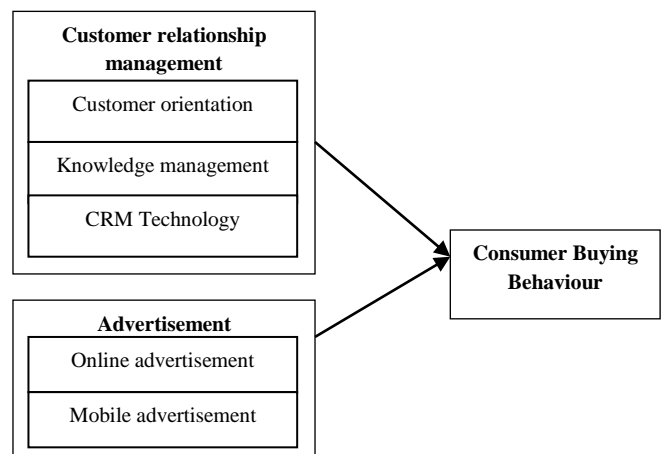
1.4 RESEARCH MODEL

Fig. 1: Research Model

1.5 RESEARCH QUESTION & HYPOTHESIS
Following research questions are expected to be answered through this study:

1. What is the effect of CRM customer orientation on the consumer buying behaviour (CBB) in entrepreneur Apparel Industry?
2. What is effect of customer knowledge in CRM on consumer buying behaviour in entrepreneur Apparel Industry?
3. Does the CRM technology affect the consumer buying behaviour in entrepreneur Apparel Industry?
4. Does online advertisement impact the consumer buying behaviour in entrepreneur Apparel Industry?
5. Does mobile advertisement impact the Consumer buying behaviour?

1.6 HYPOTHESIS

H_1= There is relationship between customer orientated employees in CRM and consumer buying behaviour in entrepreneur apparel industry.

H_2= There is relationship between customer knowledge management in CRM and consumer buying behaviour in entrepreneur apparel industry.

H_3= There is relationship between CRM technology and CBB in entrepreneur apparel industry.

H_4=There is relationship between online advertisement and consumer buying behaviour in entrepreneur Apparel Industry.

H_5=There is relationship between advertisement through mobile devices and consumer buying behaviour in entrepreneur Apparel Industry.

2. LITERATURE REVIEW:
2.1 CUSTOMER RELATIONSHIP MANAGEMENT

"CRM is a management approach that enables organization to identify, attract, and increase retention of profitable customers by managing relationship with them" [3].

2.1.1 CUSTOMER ORIENTATION

When the behaviour of employees is committed in CRM to meet customer requirement then they will be customer oriented it positively effect on consumers satisfaction and thus there consumer buying. In order to enhance the organization performance it should be customer oriented that develop good relation with customer [4]. There are a lot of purposes of organization behind Customer oriented behaviour but major purpose is to improve the long term relation, satisfaction after buying the product this build loyalty. This study concluded that customer oriented behaviour has positive relation with overall performance of organization [5]. The researcher suggested in his study that managers have to add customer-centred strategy that modify their cultural norms and employees performance according to the need of customer [6]. The hotels which are customer oriented and facilitates the customer with good service, the overall image of those hotels has improved and possibility to continue this CRM system is high [7]. The business environment competition is increasing in hotel industry managers have to struggle more than before to have growth and increase in profit and more important customer oriented approach is consider as best strategy to improve their hotel performance [8]. The research study proved that CRM implementation of customer orientation lead the firm towards high performance as customer buying behaviour is influenced through this [9]. This strategy is best resource of organization to enhance their satisfaction after service so that behaviour influence in positive way

and this will increase the profit of business. The effective implementation of CRM involves the customer oriented strategy which consequently creates the competitive advantage [10].

2.1.2 CUSTOMER KNOWLEDGE MANAGEMENT

Customer knowledge is consider an important resource for organization as it allow the organization to create, maintain their link and strengthen it to achieve the competitive advantage in market among competitors [11]. It's a crucial factor in CRM and organization use it build and improve relationship with customers and enables the organization for sustainable competitive advantage in market [12]. The effective CRM transform the information of customer into customer knowledge [13]. The customer knowledge should share throughout the organization in all departments of organization to use the potential of customer knowledge [14]. This knowledge helps in finding the needs of customers and meets them. Knowledge assists the organization in developing the good relationship with customer and it influence the organization performance positively [15]. Sin, Tse [16], the information of customer is used to meet their demand so updated information of customer is gathered and share customer knowledge within organizations. The researcher conducted a study on CRM factor, knowledge management of customer and its role in performance of hotels as the effective mean of CRM positive buying behaviour of customer [17]. The conversation that takes place there is most trusted form of communication for customer, the peer to peer conversation and positive word of mouth [18]. It is useful in changing the marketing strategy specifically in banking sector, social media provides information about customers and facilitate them in understanding the customer's trends [19].

2.1.3 CRM TECHNOLOGY

CRM is now using technology and information technology is growing fast so reduce the internal cost of organizations and can interact with customers in a better way not only this it also increases the profit on long term basis. Different hotels are using CRM system using technology as its low cost and effective [20]. Now CRM strategy and technology both are used parallel for customer dealing and maintaining relationship with them but if it's not used together it will not work, it fail [21]. The previous research concluded that technology and CRM strategy is the most important combination in marketing. It's important to get right information at right time from right people and right decision can made so that right product and service can be made in service industry [22]. CRM technology improves the capability of organization to maintain the data of customer and beneficial relationship with them [23], this knowledge is integrated in all department that smooth interaction between firm and customer can take place, analyse the data of customer and customization response is given to customer according to their needs to influence their buying. Sirirak, Islam [24], conducted a study on customer relationship management on hotels and concluded that information technology is using as tool of communication for meeting the expectation of customer and business competition. This all persuade the customer in their buying decision. Akroush, Dahiyat [15], research study has concluded that CRM technology effect the performance of organization in a positive manner because consumer behaviour is effected by updated information. Abu Kasim and Minai [25], concluded that when CRM is

coupled technology it shows positive result on performance of hotels.

2.2 ADVERTISING

"**Advertising** is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media" [26].

2.2.1 ONLINE ADVERTISEMENT

With the advent of 21st century online advertisement captured the market all over world as well as consumer mind. It has proved that advertisement effect the buying behaviour of consumer so all around the world marketer wants their product and service to advertise [27]. The buying behaviour of online customer is much different than physical world consumers as it's much easy for the customer to shop and online buying trend is increasing. The Advertiser use different strategies to attract customer, increase online shopping as its cost is low [28].The internet provides vast opportunity to marketers so that they can target customer creating buzz using chat rooms and blogs about products and services ranging from clothing to music [29]. The Online advertisements are most of the time visual and feature oriented so customer feel enjoyment and its number of users has increased and also play vital role in message transferring to consumer. Using internet information of product, its price, purchasing terms, ordering and payment methods, delivery of product, prospective buyers and business partners can be made easily [30]. Web advertising is the most important medium of advertisement as advertiser's websites is hyperlink to advertisement and just by a click customer move to advertiser website and have all product relevant information [31]. The research study conducted on online advertisement and its impact on consumer behaviour and find that the businesses are enhancing more through online advertisement than it's ever before and customers are more involved and take most of the action [32] and Bakshi and Gupta [33] highlighted that online advertisement is growing rapidly, large number of consumer come across and word of mouth is more reliable in it than in any other source and its compelling the companies to advertise their product and service using internet as medium of communication.

2.2.2 MOBILE ADVERTISEMENT

The researchers concluded in research study that as the technology is changing and innovation is occurring, the medium of advertisement is also changing now SMS marketing has started which can introduce the product to all customer [34]. SMS marketing provide high opportunity to marketer quick response to customers, now customer take less time to think about product and just think about need and availability of money [35]. SMS marketing companies are producing green product and target the educated customers only as they understand the product easily and don't care about product cost only think about product quality; its benefits and are health conscious [36]. SMS marketing is also increasing as numbers of mobile users are increasing day by day. A Person with a low income is also using mobile phone to contact with family, friends and businesses and 22% companies using online advertising shifted to SMS marketing and budgets of SMS marketing has also increased and it shows positive results [37].

The advertisement positively effect on consumer behaviour regarding buying behaviour but the factors like lifestyle, buying power and education in rural areas has negatively correlate with buying of consumers [38]. The researcher has examined the effective advertisement and consumer behaviour and found that emotional response has significant relation with consumer buying behaviour while effect of environmental response is insignificant on consumer buying behaviour further it was conclude that consumers prefer to buy those product with which they have emotional attachment [39].

2.3 CONSUMER'S BEHAVIOR

Consumer behaviour is defined as "the dynamic interaction of affect and cognition, behaviour and the environment by which human being conducts the exchange aspects of their lives" [40].

The effect and cognition of customer are psychological response of customer in various situations and these are very significant in understanding the behaviour of consumer. The consumer through this psychological process identifies his needs as he is final user so it is important to understand [41]. Consumer behaviour is very significant as it determine the behaviour and intention of customer whether he will accept or reject the product information. The promotion activities impact of consumer behaviour and wide research is available on it and there are a lot of factors that affect the consumer buying behaviour [42].

Research indicated that conventional entrepreneurs start businesses for multiple reasons which include a desire for greater autonomy and a more significant role, higher financial upside, and dissatisfaction with current position, among others [43-45]. Entrepreneurs have been credited for bringing new products or services with superior features that benefit customers to market [46, 47]. Entrepreneurial firms as relatively fresh organizations and they have the potential of attaining significant size and profitability [48]. These firms must solve coordination problems in a world of novelty and systemic change [49].

3. METHODOLOGY

A self-administered survey conducted in which close ended questionnaire is used as an instrument for data collection. For this research study Likert scale was used ranging from strongly agree = 5, agree = 4, neutral = 3, disagree = 2 to strongly disagree =1 [50]. The samples from different areas of Lahore has selected for this purpose, offices and hostel are targeted to get the primary data. The quantitative data is collected by using the cross-sectional technique [51]. Descriptive statistics, Reliability, KMO and Bartlett's test, factor loading, correlation regression performed on the data for inferences.

3.1 SAMPLE SIZE

The total number of questionnaire executed was 482 out of which 385 collected, response rate is 80%. In this study, snow ball sampling technique is used in which one respondent refer the other respondent for the data collection of study [52].

4. DATA ANALYSIS AND RESULTS

4.1 DESCRIPTIVE STATISTICS

The descriptive statistics was applied on the data collected from respondent to find the percentage and total number of males and females, their level of education and age.

Different genders with different education and different age participate in this research and frequency distribution table was used for this purpose. See table 4.1 (appendix 1)

4.2. RELIABILITY ANALYSIS

The reliability is used to check the accuracy of instrument through the value of cronbach's alpha. The consistency analysis was performed using the reliability indicators. In all the cases, the results confirmed the trustworthiness of constructs, with a composite reliability coefficient higher than the minimum required of 0.6 [53].

The reliability test was applied on 385 respondent's data and table 4.2 indicates the reliability of instrument. The first construct has four items and the value of cronbach alpha is 0.763 which is acceptable and supported by researcher [53] , customer knowledge management indicates that its four items has reliability of 0.720 and CRM technology that used to maintain the relationship with customer has four items and its cronbach alpha is 0.746. Further the online advertisement also with four items has 0.775 cronbach's alpha value, the mobile advertisement has four items and cronbach alpha value is 0.752. The consumer buying behaviour is a dependent variable and has five items in construct with the cronbach's value of 0.747 which is acceptable value for reliability.

4.3. VALIDITY ANALYSIS

The KMO measure of sampling adequacy indicates the suitability of employ factor analysis. The value of KMO lies between 0 and 1.The rule of thumb for KMO is that if the KMO value is 0.5 then it's consider poor, 0.6 vale is acceptable and the vale that lies closer to 1 is better and it is more desirable value of KMO [54]. Furthermore, values 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are great and values above 0.9 are superb [55].

The results of KMO of this research study in table 4.3 (appendix 1) shows the values of customer orientation is 0.717, the customer knowledge management is 0.703, CRM technology is 0.717, online advertisement is 0.724, mobile advertisement is 0.743 and consumer buying behaviour is 0.740.

The result indicates that the values of KMO lie in the range of 0.7 and 0.8 and its good range according to the [55]. The results proved that data is acceptable and reliable so this data can be used for further analysis. The Bartlett's test of sphericity is conducted to check the significance of relationship between items of construct. The above table confirms that p value is less than 0.05 of Bartlett's test so the relationship exist among the variables so further factor analysis is continued.

Normally those components of a construct are measured to be the principal components which have Eigen value greater than 1 and are used for additional analysis. This table showing all the constructs and total value plus total percentage variance explained. The principle component is applied on all variables and one component created in all variables. Table 4.4 shows that the percentage of variance for customer orientation is 48.70, Customer knowledge management is 45.45 percent, CRM technology is 48.63 percent, online advertisement is 49.07 percent, mobile advertisement is 51.91 and Consumer buying behaviour is 43.87 percent.

The table 4.5 demonstrates the factor loading of every item that how every item loads into its associative main element. The value recommended for factor loading of all items into

its associative major factor should not be less 0.40 [56]. On the whole, the factor loading disclose the criteria of construct strength are satisfied. All the values of factors loading are high than 0.40 so all items has good strength and further analysis of research can continue.

4.4. CORRELATION

The Correlation is a statistical test used to check the mutual relationship between two or more variables and direction of relationship that can be positive or negative and also the strength of relationship. The strength of relationship is based on the effect if there is small effect of independent variable on dependent variable there is weak relationship between them, it lies between >0-0.33. If the effect is medium/typical then the relationship is moderate its value lies between >0.33-0.70. if there is large effect of independent variable on dependent then the strong relationship exist and its value lies between >0.70- <1 and the maximum effect generate the perfect relationship and the value is 1.When the value of $p > 0.05$ then the hypothesis is rejected and when the value of < 0.05 then the hypothesis is accepted.

The table 4.6 shows the relationship of independent variables with the dependent variable and the entire hypothesis are accepted according to the statistical findings. There is strong positive and significant relationship between customer orientation and consumer buying behaviour (CBB) in apparel industry and a moderate relation exist between customer knowledge management and consumer buying, in CRM technology and consumer buying behavior a strong relation exist, online advertisement and CBB shows the moderate relation and again there is moderate relation between mobile advertisement and consumer buying behaviour regarding apparel industry.

4.5. REGRESSION

The regression test is applied to check that to how much extend the independent variable effect the dependent variable. The value of R square is used to represent the percentage of effect on dependent variable. The multiple regression has applied in this research study.

4.6 MULTIPLE REGRESSIONS

This model p value is 0.00 which is less than 0.05 so this model is significant. The model summary of regression analysis shown in table 4.7 & 4.8 indicates the value of R square 0.664 or 66 percent variation will occur by independent variable in dependent variable. The value of F statistic is greater than the probability (F- statistics) so the model is good fit. The multiple regression is applied because there are more than one independent variable on one dependent variable the equation will be $Y = a + bx_1 + cx_2 + dx_3 + ex_4$. The coefficient of regression describe the relationship of variable with dependent variable, it can be positive or it also can be negative direction further if there will 1 unit change occur in independent then coefficient value told that to how much extend it will change the dependent.

5. CONCLUSION & RECOMMENDATIONS

The main purpose of this research study was to find the relationship of CRM and advertisement dimensions on consumer buying behaviour. From the results and data interpretation, conclusion has drawn that there is relationship between customer's orientation, customer knowledge management and technology in CRM and

consumer buying behaviour in entrepreneur apparel industry hypotheses have accepted and proved the positive and significant relationship. There is relationship between internet advertisement and consumer buying behaviour in entrepreneur Apparel Industry and there is positive relationship between advertisement through mobile devices and consumer buying behaviour in entrepreneur Apparel Industry. It is concluded from the analysis of present study that CRM and advertisement are responsible for affecting the consumer buying that's why the entrepreneur apparel business management should give greater attention towards the dimensions of CRM and advertisement. This research involves three CRM dimensions and two dimensions of advertisement as independent variables. The future research can focus on other industries like entrepreneur footwear industry, fast moving entrepreneur consumer goods industry and others and also can add other variables in research. The time frame selected is cross sectional here so further research can also use the time series for research study. The quantitative nature of data was selected only and qualitative data has not applied in current research.

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APPENDIX 1:

TABLE 4.1: Demographic Profiles of Respondents

Variables	Characteristics	Frequency	Percent	Valid percent
Gender (N=385)	Male	161	41.8	41.8
	Female	224	58.2	58.2
Qualification (N=376)	Intermediate	59	15.3	15.4
	Bachelor	93	24.2	24.3
	Masters	178	46.2	46.6
	M.Phil.	52	13.5	13.6
	PhD.	0	0	0
Age (N=376)	18-20	87	22.6	22.9
	21-25	164	42.6	43.2
	26-30	97	25.2	25.5
	above 31	32	8.3	8.4

Table 4.2: Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.928	25

Table 4.3: KMO and Bartlett's test

Constructs	Number of items	Cronbach's alpha
Customer orientation	4	0.763
Customer knowledge management	4	0.720
CRM technology	4	0.746
Online advertisement	4	0.775
Mobile advertisement	4	0.752
Consumer buying behavior	5	0.747

Constructs	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity	Bartlett's Test of Sphericity sig.
Customer orientation	.717	180.769	.000
Customer knowledge management	.703	132.811	.000
CRM technology	.717	180.664	.000
Online advertisement	.724	181.644	.000
Mobile advertisement	.743	226.918	.000
Consumer buying behavior	.740	268.943	.000

Table 4.4: Eigen Values and Total Variance Explained

Constructs	Components	Initial Eigen values		
		Total	% of Variance explained	Cumulative % of Variance explained
Customer orientation	1	1.948	48.708	48.708
Customer knowledge management	1	1.818	45.452	45.452
CRM technology	1	1.945	48.630	48.630
Online advertisement	1	1.963	49.071	49.071
Mobile advertisement	1	2.077	51.918	51.918
Consumer buying behavior	1	2.194	43.874	43.874

Table 4.5: Factor loadings

Variables	Items	Factors loading
Customer Orientation	dealing sincerely with customers make them happy with service	.660
	being helpful with customers make them loyal	.717
	highly skilled and experienced employee is necessary to provide good service	.756
	Being kind with customer makes them satisfied.	.653
Customer knowledge management	Availability of customer data base is essential for effective marketing performance.	.664
	Updating customer database is effective to customer satisfactory purchase.	.670
	The employees can get information about customers when needed.	.698
	Providing e-promotion foster customer satisfaction.	.664
CRM technology	The technology creates awareness about products and services.	.663
	The technology helps in assessment and comparison of products and services.	.714
	Positive comments about product and service influence your decision	.758
	Negative comments about product and service influence your decision.	.649

Online advertisement	You come across through advertisement using internet.	.683
	Advertising is beneficial to customers because it provides important information about products and services.	.696
	The online advertisement is trustworthy.	.697
	More times you watch a particular advertisement more influenced you are to buy that particular product.	.725
Mobile advertisement	The advertisement through mobile devices is a source of product relevant information.	.730
	Mobile advertisement is irritating.	.724
	You like to reuse such services for information.	.737
	You like to recommend your friends to buy.	.690
Consumer buying behavior	providing service quickly increases customers buying	.673
	Sending e- messages to customers enhance customer buying.	.700
	Posts shared about offers by friends influence your buying decision.	.735
	Online advertisement provides information that assist in making buying decision.	.691
	You use mobile advertising as a reference for purchasing.	.482

Table 4.6: Correlation Matrix

	CO	CKM	TEC	OA	MA	CBB
CO	1					
CKM	0.650**	1				
TEC	0.998**	0.653**	1			
OA	0.699**	0.783**	0.700**	1		
MA	0.747**	0.791**	0.749**	0.892**	1	
CBB	0.784**	0.556**	0.783**	0.612**	0.699**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Note. CO= Customer Orientation, CKM= Customer Knowledge Management, TEC= CRM technology, OA= online advertisement, MA= Mobile Advertisement, CBB= Consumer Buying Behavior.

Table 4.7: Regression Analysis
Consumer buying behaviour is dependent variable

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Regressor	Coefficient	Standard Error	t-Ratio
(Constant)	-0.011	0.031	-0.373
CO	0.814	0.675	1.206
CKM	-0.008	0.052	-0.150
TEC	-0.161	0.676	-0.238
OA	-0.080	0.069	-1.153
MA	0.276	0.076	3.657

Table 4.8: Necessary Statistics

R^2	Adj. R^2	F-Statistic	Prob. (F-Statistics)
.669	.664	142.413	.000