An Impact of CRM at Max Fashion Retail Limited

Ms. M. Harshita[1] and Dr. S. Kavitha[2]

Student, Department of MBA, Dr. Ambedkar Institute of Technology, Bengaluru, India[1]

Assistant Professor, Department of MBA, Dr. Ambedkar Institute of Technology, Bengaluru, India[2]

Abstract: *Effective customer relationship management (CRM) is essential for maintaining competitive advantage in the retail fashion industry. At Max Fashion, CRM strategies have been designed to enhance customer loyalty, streamline communication, and improve overall customer satisfaction. This study examines the various CRM practices employed by Max Fashion, including the use of customer data analytics, personalized marketing campaigns, and loyalty programs. By integrating technology such as CRM software and social media platforms, the company aims to better understand customer preferences and purchasing behaviour. The research highlights how these strategies contribute to increased customer retention and long-term business success. Through a combination of qualitative interviews with Max Fashion's management team and quantitative data analysis from customer feedback, the study identifies the key factors driving CRM effectiveness. This research provides valuable insights for fashion retailers seeking to implement or refine their own CRM strategies in an increasingly digital marketplace.*

Keywords: Max Fashion, Customer Relationship Management, Strategies, Impact, Evaluation

I. INTRODUCTION

In the highly competitive fashion retail industry, effective customer relationship management (CRM) has become a crucial factor in ensuring business success. Max Fashion, a leading retail brand, has recognized the importance of nurturing strong customer relationships to build loyalty and sustain growth. Max Fashion's approach to CRM integrates advanced technology with personalized customer interactions, aiming to create seamless shopping experiences both online and offline. By leveraging data analytics, loyalty programs, and customer feedback systems, the company enhances its ability to anticipate customer needs and deliver tailored services. It delves into how these strategies are implemented from in-store experiences to online interactions, and analyses the role of technology in shaping the brand's customer engagement efforts.

II. REVIEW OF LITERATURE

Pratik Gosiya, et.al., (2024): The author did research on Personalising Customer Connections: Optimising CRM Strategies in Levi's Retail Outlet, with the purpose of exploring CRM practices inside Levi's retail outlets and identifying their strengths and flaws. Semi-structured interviews were the main technique utilized to collect data for this study. The study used a qualitative approach, aims to offer comprehensive and nuanced insights into how CRM is implemented and perceived in the retail environment. The findings serve as a foundation for future development and research, allowing retail managers and researchers to fully leverage CRM to establish major consumer connections and promote retail innovation.

Grancy Kaneria, et.al., (2024): To enhance comprehension of the CRM tactics used by Reliance Trends and evaluate their efficacy in raising customer satisfaction and loyalty, the author undertook a study titled A Study on Enhancing CRM in Retail: A Case Study of Reliance Trends. The study used a combination of semi-structured interviews with branch managers and a detailed evaluation of internal CRM documents at Reliance Trends to ensure a comprehensive and in-depth analysis. Finally, the study demonstrates Reliance Trends ability to effectively adjust their CRM methods to meet the specific demands and preferences of the Indian market, resulting in amazing success.

Davuluri Aneesh (2023): The author conducted A Study on Customer Relationship Management in Decathlon Retail Ltd. with the goal of researching the retail industry, specifically Decathlon Retail Ltd, and understanding the impact of offers and discounts on total customer satisfaction. A simple random sampling strategy is employed to limit the possible samples. The primary data collection method for this study was semi-structured interviews. The research findings

indicate that the implementation of tailored and captivating techniques by businesses positively influences consumers decision-making procedures and their degree of contentment with their shopping encounters.

Chen, L. & Wang, X. (2023): The author conducted a study on sustainable CRM practices in Retail: A Pathway to Long-Term Customer Loyalty to study the impact of sustainable CRM practices in fostering long-term customer loyalty in the retail industry. To analyse the effectiveness of eco-friendly CRM techniques, the study used a mixed-methods approach that included surveys, interviews, and sustainability measures.

Phanibhushan Rao D, et.al., (2022): The author's study, A Study on Brand knowledge with Special Reference to Max Retail, seeks to discover how brand knowledge influences customer purchasing decisions. The questionnaires were given to workers in the textile sector in order to collect primary data. The simple average approach, percentages, and correlations are the statistical techniques used. The study concluded that, because follow-up communication with clients may be critical to product client happiness, customers should be called on a regular basis and offered free product handling to find out about any issues they could be having.

Madhumitha. S, (2020): The author conducted research on A Study on Customer Satisfaction and Perception Towards the Max Fashion Brand, to determine customers thoughts about the quality of Max Fashion's products. Primary and secondary data collection methods were employed, and statistical tools for analysis included basic percentage analysis and Likert scale analysis. Ultimately, the research revealed that consumers think highly of brands, prices, and models.

RESEARCH GAP

Despite substantial research undertaken on many areas of customer relationship management, brand awareness, and consumer behaviour in the retail industry, there is a significant vacuum in the full examination of CRM practices, particularly at Max Fashion. Despite these studies useful findings, there is a dearth of specialized study evaluating Max Fashions precise CRM strategies, specifically how these methods influence customer purchase habits, satisfaction, loyalty, and communication efficacy.

OBJECTIVE OF THE STUDY

- To understand the different CRM techniques employed by Max Fashion.
- To compare and contrast the effectiveness of different CRM strategies at Max Fashion.
- To evaluate the impact of Max Fashion's CRM strategies on customer satisfaction and loyalty.

STATEMENT OF THE PROBLEM

Max Fashion, a renowned retail chain, faces issues in efficiently managing and using its CRM initiatives to improve customer loyalty, satisfaction, and retention. Despite its significant market presence, there are signs that Max Fashion may not be completely using the potential benefits of its CRM initiatives. By assessing the efficiency of Max Fashion's CRM processes, significant insights are provided by this investigation that will help the firm better understand its consumers requirements and preferences, resulting in more targeted and meaningful customer interactions.

III. RESEARCH METHODOLOGY

Descriptive research is a research design that focuses on observing and describing a subject's traits, behaviours, or phenomena without attempting to modify or control variables.

The sources of data collection used are as follows:

Primary data: Responses were contacted by sending the structure surveys via Google Forms in order to obtain first-hand information. A systematic questionnaire with close-end questions & Likert scale was developed to examine consumer behaviour.

Secondary data: Secondary data is collected from various sources like academic journals, websites, other articles etc. in order to enhance the quality of research.

The **population** includes both regular and occasional customers who had any form of interaction with the store, either in-person or through digital channels, such as online shopping or customer service. The **sampling unit** for the study would be individual customers of Max Fashion, RR Nagar. Each customer who meets the criteria (e.g., has made a purchase or engaged with the store's services within a specific period).

The study employs a convenience sampling method, where customers are selected based on their availability and willingness to participate. The study aims to gather responses from a **sample size** of 160 Max Fashion customers.

IV. STATISTICAL TOOLS & TECHNIQUES

The data collected is represented in a tabular form and analysed using statistical tools such as Percentage analysis. SPSS software is used to determine the relationship between two variables. The data is presented through percentage and bar chart analysis which helps to judge the level of consumer behaviour by indicating variables in accurate manner.

HYPOTHESIS OF STUDY

Hypothesis 1:

- H_{10}:There is a significant impact of CRM strategies on customer satisfaction levels across different income groups.
- H_{11}:There is no significant impact of CRM strategies on customer satisfaction levels across different income groups.

Hypothesis 2:

- H_{20}:There is a significant relationship between the customer satisfaction levels and the likelihood to recommend to others.
- H_{21}:There is no significant relationship between the customer satisfaction levels and the likelihood to recommend to others.

V. DATA ANALYSIS & INTERPRETATION

**What are the CRM strategies of Max fashion that you are aware of?**

Awareness of CRM Strategies at Max Fashion	No. of respondents	% of respondents
Rewards points program	53	33.1%
Personalised offers & discounts	57	35.6%
Personalised emails & SMS	50	31.3%
Mobile – exclusive offers	43	26.9%
Festive sales & special promotions	47	29.4%
Total	160	100%

Table 1 Table showing the CRM strategies of Max fashion that respondents are aware

Analysis: The above table shows that 33.1% of the respondents are aware of rewards points program, 35.6% are aware of personalised offers & discounts, 31.3% are aware of personalised emails & SMS, 26.9% are aware of mobile-exclusive offers and 29.4% are aware of festive sales & special promotions.

Graph 1 Graph showing the CRM strategies of Max fashion that respondents are aware

Awareness of CRM Strategies at Max Fashion of respondents
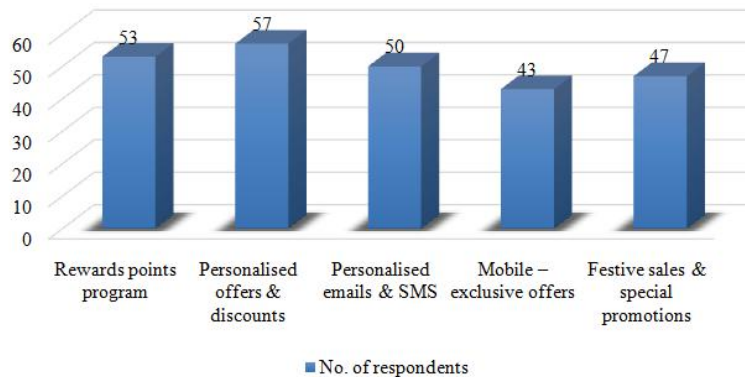
Interpretation: From the above graph it can be interpreted that the majority of respondents are aware of personalized offers & discounts. Personalized offers likely appeal to consumers because they provide direct savings and relevance, making them memorable. Conversely, the strategy with the least awareness is mobile-exclusive offers, with only 43 respondents familiar with it. This indicates that mobile-specific promotions may not be as visible or as widely marketed as other strategies, possibly due to limited outreach on mobile platforms.
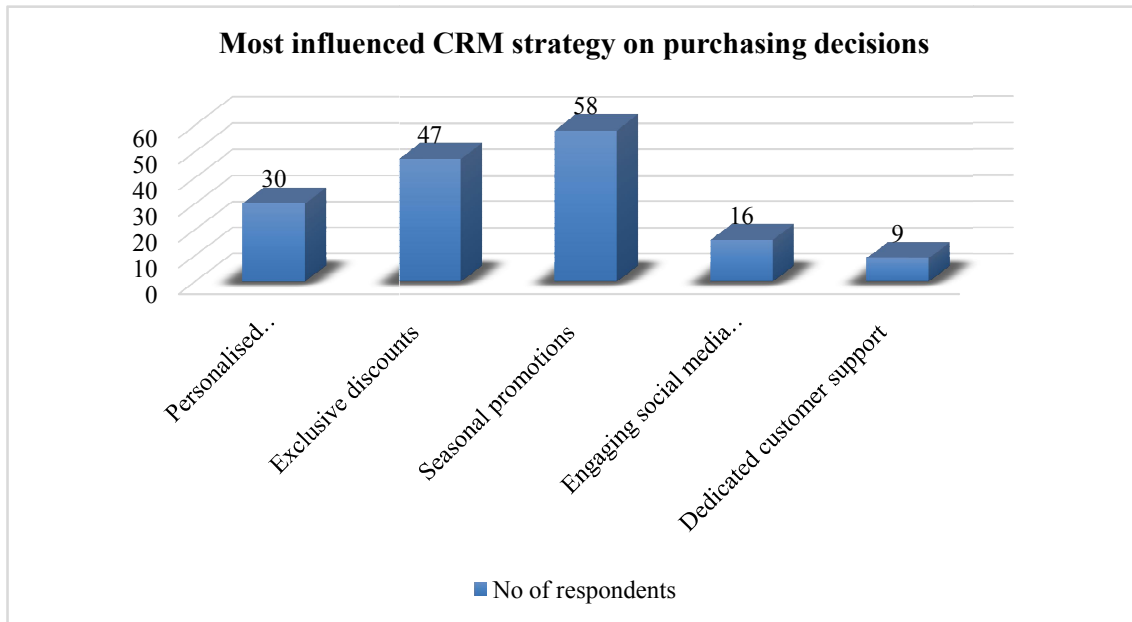
Which CRM strategy at Max fashion has most influenced your purchasing decisions?

Most influenced CRM strategy on purchasing decisions	No. of respondents	% of respondents
Personalised recommendations	30	18.8%
Exclusive discounts	47	29.4%
Seasonal promotions	58	36.3%
Engaging social media content	16	10%
Dedicated customer support	9	5.6%
Total	160	100%

Table 2 Table showing the most influenced CRM strategy on purchasing decisions

Analysis: The table shows that 36.3% of respondents perceived seasonal promotions has influenced their purchasing decisions, 29.4% of respondents perceived exclusive discounts, 18.8% of respondents perceived personalised recommendations, 10% of respondents perceived engaging social media content and 5.6% of respondents perceived dedicated customer support has influenced their purchasing decisions.

Graph 2 Graph showing the most influenced CRM strategy on purchasing decisions

Interpretation: From the above graph it can be interpreted that the majority of respondents consider seasonal promotions as the most influential CRM strategy affecting their purchasing decisions at Max Fashion. This indicates that limited-time promotions and sales events have a significant impact on customer behaviour, likely due to the sense of urgency and perceived value these promotions offer. On the other hand, the least influential strategies are engaging social media content and dedicated customer support.

Do you think that CRM strategies effect to your brand loyalty?

Effect of CRM strategies to brand loyalty	No. of respondents	% of respondents
Strongly agree	38	23.8%
Agree	59	36.9%
Neutral	52	32.5%
Disagree	9	5.6%
Strongly disagree	2	1.2%
Total	160	100%

Table 3 Table showing the effect of CRM strategies to brand loyalty

Analysis: The above table indicates that 60.7% (Strongly agree + Agree) of respondents believe that CRM strategies positively affect brand loyalty, 32.5% of respondents are neutral, 7.2% (Disagree + Strongly disagree), believe CRM strategies do not affect brand loyalty.

Graph 3 Graph showing the effect of CRM strategies to brand loyalty
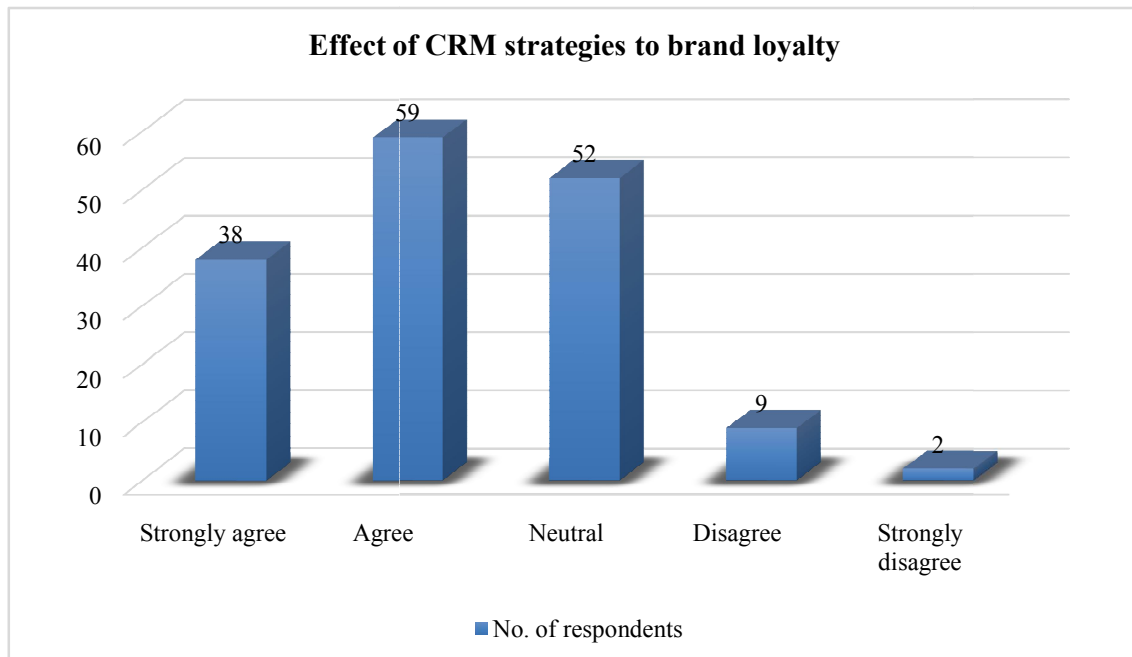
Interpretation: From the above graph it can be interpreted that the majority of respondents view CRM strategies as influential in enhancing brand loyalty, reflecting a general consensus that effective CRM practices are crucial for building and maintaining customer loyalty. However, the significant percentage of neutral responses highlights that not all respondents are convinced, indicating that the impact of CRM strategies on brand loyalty varies depending on the implementation and context.

How satisfied are you with the overall CRM strategies provided by Max fashion?

Level of satisfaction	No. of respondents	% of respondents
Extremely satisfied	33	20.6%
Satisfied	83	51.9%
Neutral	40	25%
Dissatisfied	3	1.9%
Very dissatisfied	1	0.6%
Total	160	100%

Table 4 Table showing satisfaction with overall CRM strategies provided by Max fashion

Analysis: The above table shows that 51.9% of respondents are satisfied with overall CRM strategies provided by Max fashion, 25% of respondents are neutrally satisfied, 20.6% of respondents are extremely satisfied and 2.5% of respondents combined are dissatisfied and very dissatisfied with the overall CRM strategies provided by Max fashion.

Graph 4 Graph showing satisfaction with overall CRM strategies provided by Max fashion
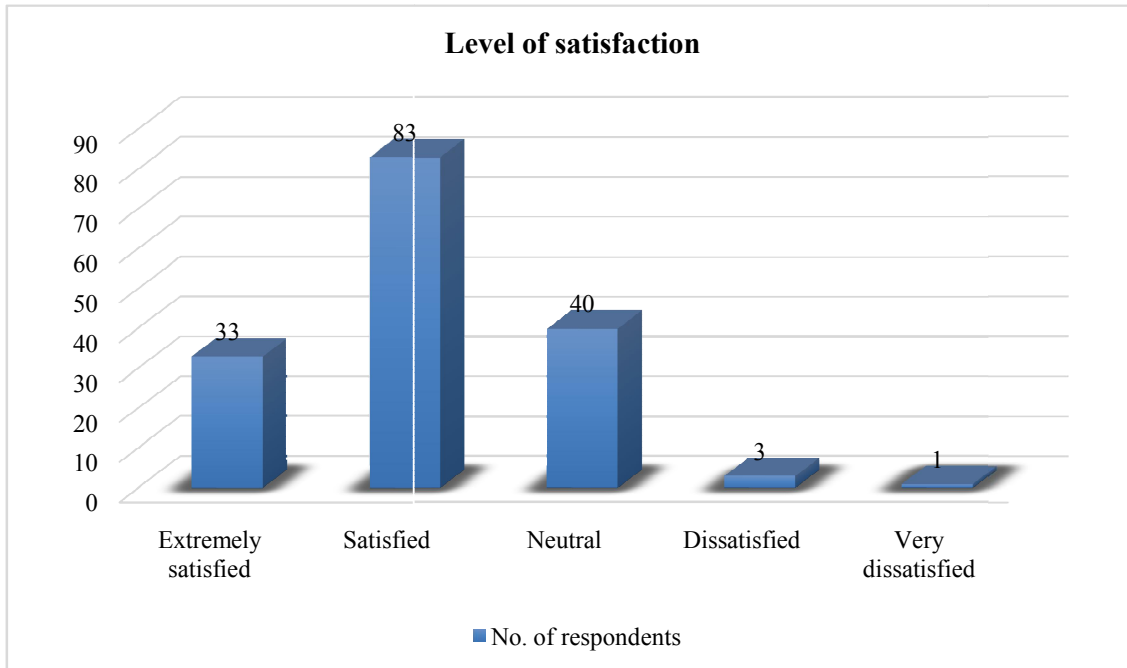
Interpretation: From the above graph it can be interpreted that majority of respondents are satisfied which indicates that Max Fashion's CRM strategies are generally effective, meeting and exceeding expectations for most customers. On the other hand, a small minority of respondents are dissatisfied which indicates that the CRM strategies are generally well-received, there are isolated issues and unmet expectations for a small segment of customers, which is very small in number and can be neglected.

ONE-WAY ANOVA

Hypothesis 1:

H_{10}: There is a significant impact of CRM strategies on customer satisfaction levels across different income groups.

H_{11}: There is no significant impact of CRM strategies on customer satisfaction levels across different income groups.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
What is your age?	Between Groups	20.229	3	6.743	9.983	.000
	Within Groups	105.371	156	.675		
	Total	125.600	159			
How satisfied are you with the overall CRM strategies provided by Max fashion?	Between Groups	3.319	3	1.106	1.937	.126
	Within Groups	89.081	156	.571		
	Total	92.400	159			

Interpretation: The p-value (0.126) exceeds the significance level of 0.05, showing that there is no statistically significant variation in customer satisfaction levels between income categories. Therefore, it is not possible to reject the

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null hypothesis (H_0). This indicates that consumers' perceptions of their degree of satisfaction with Max Fashion's CRM methods are not significantly influenced by their income level.

CORRELATION
Hypothesis 2:
H_{20}: There is a significant relationship between the customer satisfaction levels and the likelihood to recommend to others.

H_{21}: There is no significant relationship between the customer satisfaction levels and the likelihood to recommend to others.

Correlations

			How likely are you to recommend Max fashion to others based on your experience with their CRM strategies?	How satisfied are you with the overall CRM strategies provided by Max fashion?
Spearman's rho	How likely are you to recommend Max fashion to others based on your experience with their CRM strategies?	Correlation Coefficient	1.000	.725[**]
		Sig. (2-tailed)	.	.000
		N	160	160
	How satisfied are you with the overall CRM strategies provided by Max fashion?	Correlation Coefficient	.725[**]	1.000
		Sig. (2-tailed)	.000	.
		N	160	160

Interpretation: The Spearman's rho correlation coefficient of 0.725. The null hypothesis (H_0) is rejected, confirming a significant positive relationship between customer satisfaction and the likelihood to recommend Max Fashion based on CRM strategies. This suggests that customers who are more satisfied with CRM strategies are more likely to recommend the brand to others.

VI. FINDINGS
- The majority of respondents (35.6%) are aware of personalized offers and discounts, followed by rewards points programs (33.1%). Mobile-exclusive offers have the least awareness (26.9%), indicating a need for better visibility of mobile promotions.
- Seasonal promotions are the most influential CRM strategy (36.3%), followed by exclusive discounts (29.4%). Social media content and customer support have the least influence, showing customers prioritize financial benefits over engagement strategies.
- Most respondents (60.7%) believe CRM strategies positively affect brand loyalty, while 32.5% remain neutral, indicating room for improvement in how CRM is perceived in relation to loyalty.
- A significant majority (51.9%) are satisfied with Max Fashion's CRM strategies, and 20.6% are extremely satisfied. However, 2.5% express dissatisfaction, indicating isolated concerns.
- There is no significant impact of income on customer satisfaction with CRM strategies ($p = 0.126$).
- A strong positive relationship (Spearman's rho = 0.725) exists between customer satisfaction and likelihood to recommend Max Fashion, confirming satisfied customers are more likely to promote the brand.

VII. SUGGESTIONS
- Increase marketing efforts for mobile-exclusive offers to boost visibility and engagement.

- Strengthen social media engagement and customer support to enhance overall CRM effectiveness and customer experience.
- Reinforce loyalty programs and personalized offers to deepen customer loyalty and retention.
- Investigate the reasons behind customer dissatisfaction to address specific concerns and improve satisfaction further.

VIII. CONCLUSION

The study concludes that Max Fashion's CRM strategies, reveals the critical role these strategies play in enhancing customer loyalty, satisfaction, and overall business performance, particularly personalized offers, seasonal promotions, and loyalty programs, are generally effective in enhancing customer satisfaction and loyalty. A strong correlation is found between customer satisfaction and the likelihood of recommending the brand to others, indicating that satisfied customers play a key role in brand promotion. However, there is room for improvement in areas such as mobile-exclusive offers and customer support, which have less impact on purchasing decisions. Furthermore, the ANOVA results indicate that income levels do not significantly influence customer satisfaction with CRM strategies. Overall, Max Fashion's CRM efforts are well-received, but strategic enhancements in underperforming areas could further boost customer loyalty and retention.

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