



# International Journal OF Engineering Sciences & Management Research

## IDENTIFY THE WAYS TO IMPROVE EMPLOYEES' SKILLS AND CUSTOMER RELATIONSHIP MANAGEMENT OF APPAREL PRODUCT: AN ASSESSMENT OF ONLINE SOCIAL MEDIA CUSTOMER SATISFACTION MEASUREMENT APPROACH

Kazi Muhammad Jamal Uddin<sup>1</sup>, Md. Raza Miah<sup>\*2</sup>, Caifen Zou<sup>3</sup>, Reaz Hafiz<sup>4</sup>, Md. Forhad Hossain<sup>5</sup> & Zubaer kabir<sup>6</sup>

<sup>1&3</sup>School of Accounting, Wuhan Textile University, Wuhan, China

<sup>\*2&5</sup>College of Chemistry and Chemical Engineering, Wuhan Textile University, Wuhan, China

<sup>4</sup>School of Business, Southeast University, Dhaka, Bangladesh

<sup>6</sup>BRAC Bank Limited, Dhaka, Bangladesh

**Keywords:** *Apparel quality, employees' skills, customer satisfaction, management and online business media*

### ABSTRACT

Customer or buyer is the most important part for an online business media. Because of social media can make profit from them. Customer service is one of the major elements for making profit out of the customer. In this research, we have tried to find out by this analysis how to customer service can help to made profit for social media. We have shown that how they could be improved customer service and provided customer satisfaction to build a strong customer relationship (Aghdaie, Tafreshi, & Behzadian, 2014; Madichie, 2014). Through the research, we have discussed the ways of improving customer relationship. This report was mainly showed how to social media could improve employees' skills and customer relationship management of apparel product.

### INTRODUCTION

#### The ways to improve customer relationship management

To improve customer service, social media pages can follow some ways to improve it. The ways of improving customer service and relationship are given below:

- **Inform the customer about you existence:** social media needs to let customer know that they are running a business and they want to provide them some superior service. Now a day it is common that companies are letting them know in various ways. They are now adding their face or location address on their business, products and so on. By this, they are making sure the customer that they are still in the market and they are not running away. Social media needs to take steps to let it know to the customers so that they get attracted (Burns, Mullet, & Bryant, 2016; Edwards, 2016).
- **Be available in the market:** social media needs to be available in the market when customers want. If company loses a customer for once, it could lose them forever. Many events have recently occurred which changed both the insurance and web developer to make sure that they maintain accountability and availability. Customers are always sensitive. If a customer get disappointed once with the service, he may switch from this page to others page. So online business page need to be very careful about availability. Social media wants to build relationship with customers; they need to be available in the market (Zagel & Bodendorf, 2012).
- **Giving customers VIP or special service:** social media always needs to make the customers feel that they are special to them. To build up a good customer relationship, social media can sometime offer discounts to their customers (Zagel & Bodendorf, 2012). Giving a customer special treatment makes the customer loyal forever. Customers want to be treated like special one, social business page owner should always provide them best service so that they do not switch to the competitors' products.
- **Offering knowledge:** social media needs to build strong customers relationship. Building a strong customer relationship profitably is a main objective of social media but sometimes social business page can make exchange knowledge with the customers (Zagel & Bodendorf, 2012). In this knowledge sharing, consumer can know about the social business page through advertisement and promotion.
- **Offering community:** social media can bring face to face communication with the customers to build up a strong relationship with them. In these ways company can build a unique position for it.

## International Journal Of Engineering Sciences & Management Research

Community can be created when company will be in the road for campaign. By creating community, social media can build a strong relationship with the customers.

- **Being a problem solver:** When customers find any problems in any product, they start complaining about the specific social business page. Social media should take those complaints and solve those problems better than before so that customers get satisfied. In this way customers get more loyal than before. Sometimes it may be different but most of time customers get satisfied with the problem solving service (Zagel & Bodendorf, 2012).
- **Staying focus:** social media needs to be focus on their objective. Social media need to stay focused when they deliver service to the customers and try to do the job in best possible manner so that a strong bond will create. Social media needs to build credibility and develop the relationship with customers.
- **Having a clear contact with customers:** social media should have a clear contact with the customer so that they can build a strong relationship with customers. Having a clear contact with the customers of social media. It can develop a strong relationship with the customers. If the customers understand your products and services better, it will help to build a strong and loyal relationship with customers.

### LITERATURE REVIEW

#### The importance of customer relationship management

In this area of competition where consumer choice and likings are changing so rapidly, maintaining relationship with customers becomes so important. It becomes important because unlimited demands of customer cannot be fulfill so easily. Therefore, Companies need to build relationship with customers so that they don't switch to other companies or competitors (Eikenberry, 2008). Customer relationship management is a process of two way communication where customers need to have knowledge about its needs and wants so that companies can fulfill their desire properly.

Customer relationship management is important because it help the social business pages to know what types of customers they need to target for satisfying. Customers' relationship management helps the organization to build up strategies so that it can provide superior value to the customers properly (Eikenberry, 2008).



*Figure 1 Importance customer relationship*

### EXPERIMENTAL

There are so many rules and guidelines that need to be followed while collecting information of research. Researchers also use some rules, process and guidelines for collecting search information. Researcher follows research methodology process in collecting various type of information such as they can find information from primary data and secondary data to find the customer relationship of social online media (Adiele & Gabriel, 2013; Kerr, Schultz, Patti, & Kim, 2008; Mouzas, 2006; Tkaczynski & Rundle-Thiele, 2011).

We have followed different approach of research methodology throughout the research:

#### Research Approach

There are two major approaches in research methodology. These are described below:

- **Deductive approach:** Deductive approach is used when there is no data researcher can find easily. It means that when there is not enough data available to use in research then this approach is used. Most of the data in deductive approach is hypothetical. Researchers need to find out the ways to implement



## International Journal OF Engineering Sciences & Management Research

those hypothetical data in real life field (Fornell, Johnson, Anderson, Cha, & Bryant, 1996; Hayes, 1998; Vavra, 1997).

- **Inductive approach:** In the inductive approach, researchers try to use the practical observation and then they develop hypothesis to come up with some assumption. Inductive research approach is used by the researchers implementing real life experience. By interpreting the philosophies and analyzing the real life experience, the process of inductive research approach is used. Data analysis is an essential factor in this approach. Data analysis is a reliable process of this approach (Cronin, Brady, & Hult, 2000; S. Kim & Stoel, 2004; Noe, Hollenbeck, Gerhart, & Wright, 2006).

There are some benefits of using inductive research approach because it is based on real life experience and analyzing the data. It is a perfect and standard approach for researcher for coming up with the actual research and result. In contrast, there are some positivism benefits of using deductive research approach. Therefore, we can say that these two approaches of research are both beneficial to the researchers to conduct a research effectively. There are also three other research approach including in inductive research approach. These three kinds of research approaches are described below:

- **Qualitative research:** In qualitative research approach, researchers try to find out through the answers of customers or people about their feeling, satisfaction, experience and emotions. It is also called inductive approach of research because it analysis the data that researchers have collected for research purpose (Massad, Heckman, & Crowston, 2006).
- **Quantitative research:** In quantitative research approach, researchers find out various kinds of historical data to analysis on particular topic and they present them through various types of numerical graphs and figures. Researchers need to be skilled in collecting data because it includes various technical analyses. In this approach of research approach, strong statistical explanation and tools are necessary (Meuter, Ostrom, Roundtree, & Bitner, 2000).
- **Pragmatic approach:** Quantitative and qualitative research approach have limitations, therefore, researchers find another kinds of research approach in combination of both qualitative approach and quantitative approach. When researcher does not find any solution of any topic, they use this approach of research. Any kinds of approach, techniques, process, and methods can be used by pragmatic researchers that are related to qualitative approach and quantitative approach (J. Kim & Damhorst, 2010).

### Methods of Sampling

To collect all sorts of information is quite difficult task for a researcher. Therefore, researchers use sampling techniques to analyze the data that has been collected from various sectors. Researchers use two kinds of sampling techniques .These sampling techniques are given below:

- **Probability Sampling Technique:** In probability sampling technique, each and every sample in the population has a certain probability to get selected. In this sampling technique, every probability of sample is decided by a random process (Lee, Kunz, Fiore, & Campbell, 2002).
- **Non-probability Sampling Technique:** In non-probability sampling technique, researchers are not clear about the sample population; therefore, each and every probability has no certainty of getting selected. The sample or sample size are normally chosen by researcher common sense. Researchers need to try so that they can keep away from biasness and every sample can be representative (Saeidi, Sofian, Saeidi, Saeidi, & Saeidi, 2015).

The appropriate data and weight to data are randomly selected by the researchers. Researchers use here sample size as 100 because of time boundary and cost limitation. To make sure that data are correctly collected, sampling process accumulate the data efficiently.

## International Journal OF Engineering Sciences & Management Research

### Primary and Secondary Information Source

Researchers normally use two types of source of information. These are primary source of information and secondary source of information for online social media. These primary and secondary sources of information have given below:

#### *Primary source of information*

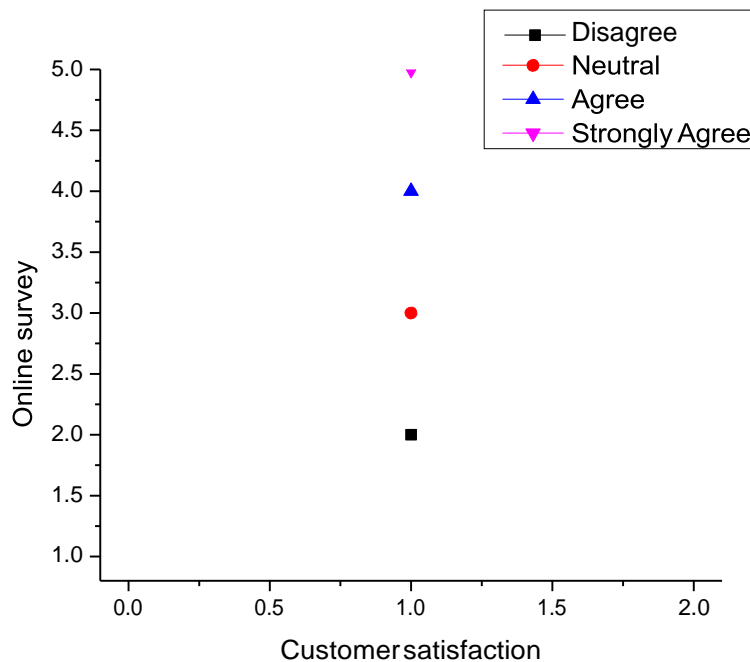
We have of online social media can collect primary source of information by following ways:

We have collected data for research purpose from the customer of online social media so that they can directly collect the information from them.

We have send emails to the customer and the admin of online social media collecting information.

We have analysis the online social media competitors' companies customer relationship and compare them with others.

We have analyzed online social media. We were made a survey questionnaire to measure the customers' relationship and how to improve it. In figure 2, we have shown:



*Figure 2 Online social media survey questionnaire to measure the customers' relationship.*

#### *Secondary Source of Information*

Researchers of online social media can collect secondary data from various sources. Secondary source of information are those information that have already been collected for certain purpose by other social business pages. The secondary sources of information are given below:

- Magazines
- Internet
- Database web sites
- Journals of scholars
- Text books
- Lecture notes
- Database
- Information from government

## International Journal OF Engineering Sciences & Management Research

Collecting secondary source of information is not very tough but researcher needs to be aware about the validity and the dates of the information. Most of the time, researchers collect secondary data from the annual report of company.

### Ethical Consideration

Researchers need to gather information without having any twist or distortion of the information. Researchers should keep in mind about ethical maintenance of research paper to get a good result. Unethical presentation can make the whole research paper spoil. So researcher should avoid unethical things and maintain ethical terms (M. Kim, Vogt, & Knutson, 2015). Any misrepresentation can make the whole research wrong. Researchers should avoid biasness towards anything. Researcher should find out only the useful and authentic information so that there will be no misrepresentation (Okonkwo, 2016). Researcher can go with an agreement with the online social media customer that they will not reveal any sort of information. Therefore researcher should maintain as much as possible ethical manner so that any information do not get disclosed and any information can get distorted.

### RESULTS AND DISCUSSIONS

Quantitative Data analysis: Here we have discussed and analyzed in quantitative data where most of the data are shown in graph and software like MS Excel for getting the particular result. We have analysis quantitative data:

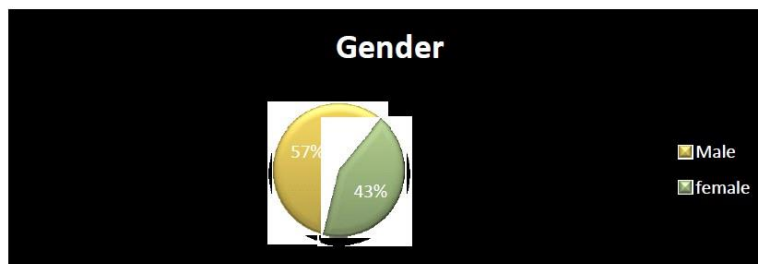


Figure 3 Gender Analysis

In figure 3, shown that researchers have collected data from various customers of online social media. Here we have seen that 57% are male and 43% are female.

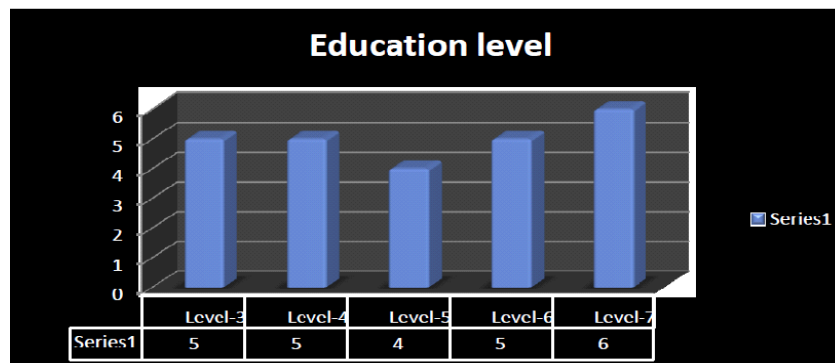


Figure 4 Educational level

In figure 4, shown that educational level of online social media customers and employees. This educational level had shown that from where the researchers have collected the information and what are their educational categories and level of education.



Survey Question analysis

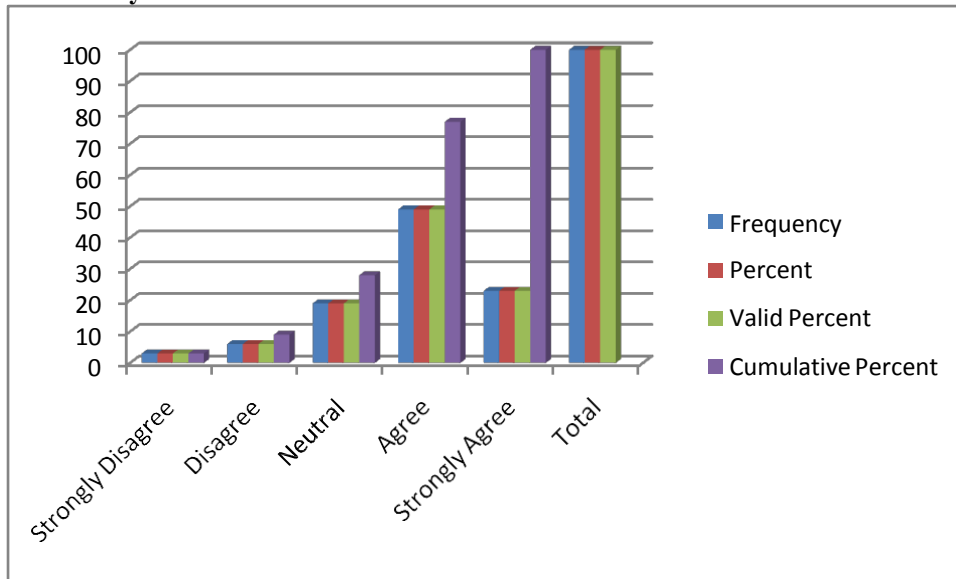


Figure 5 Good working environments to build up customer relationship

In figure 5, we had seen that 49% of customers of social media have agreed that social media has a good working environment to build up relationship with customers. 23% customers are strongly agreed and disagreed 6% and neutral 19% and strongly disagreed 3% that have good working environment to build up customer relationship.

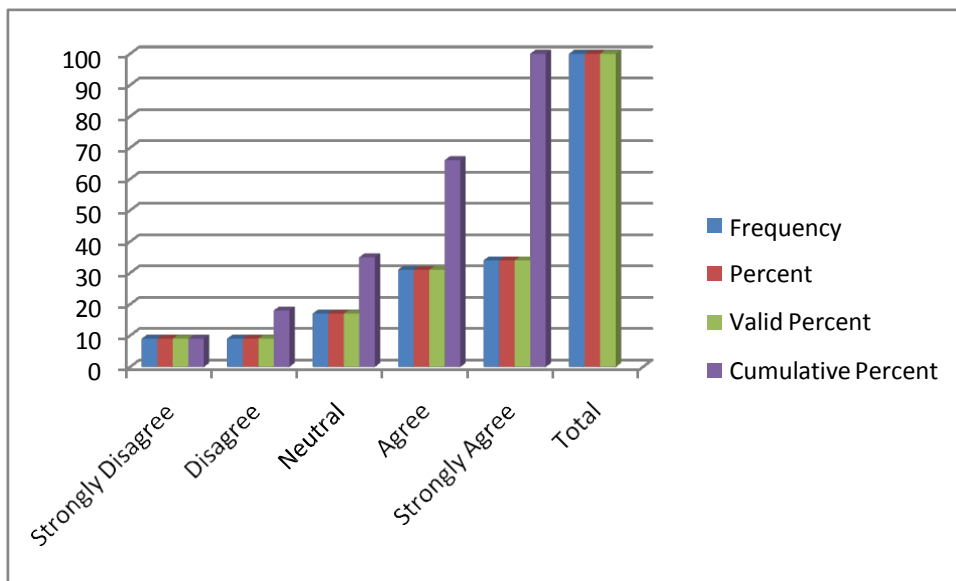
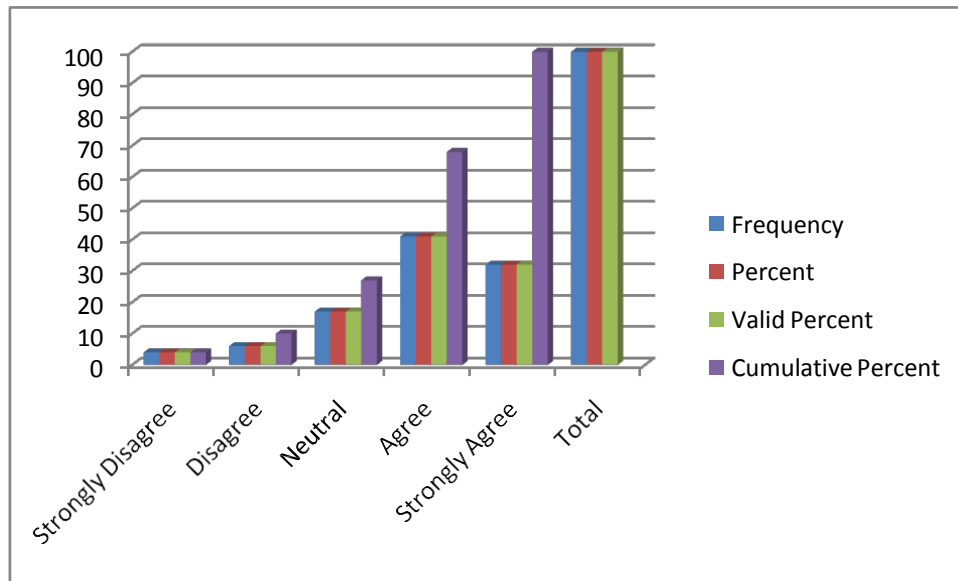


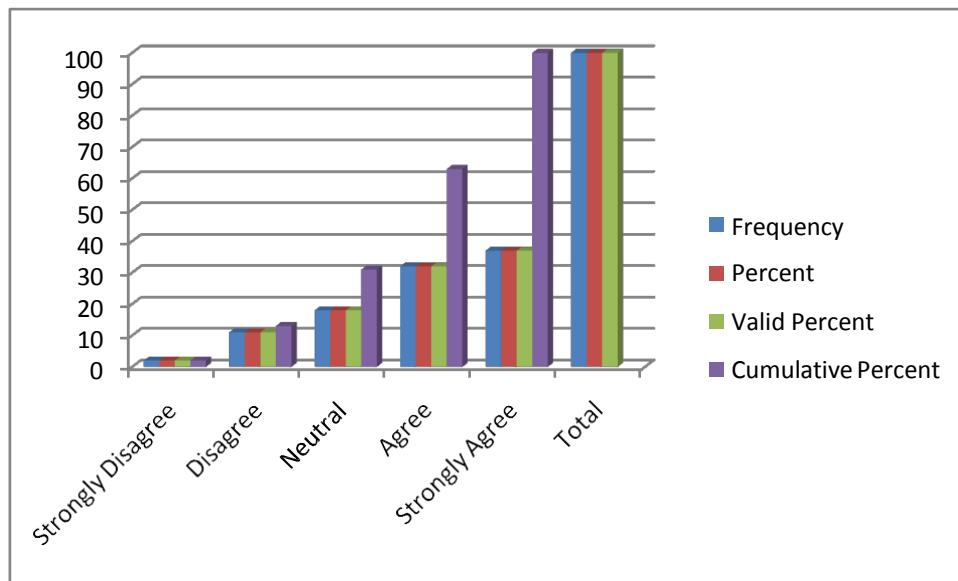
Figure 6 Effective of customer Service provided by social media

In figure 6, we had seen that 31% people are agreed and strongly agreed people are 34% and disagreed people are 9% and 9% are strongly disagreed and over all neutral are 17% people.



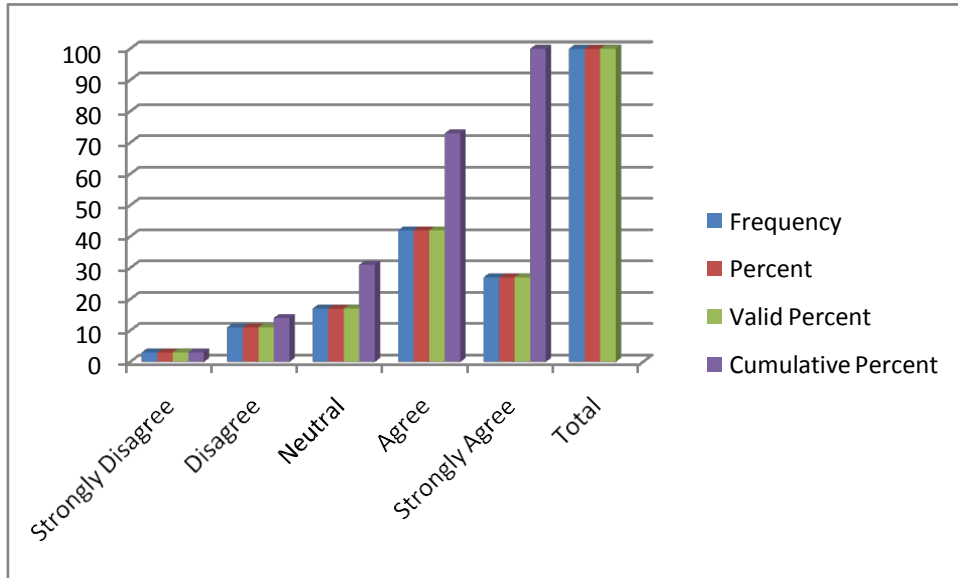
*Figure 7 Training program to employees to build customers relationship*

In figure 7, we had seen that strongly agreed people are 32% and overall agreed are 41%, disagreed people are 6% and strongly disagreed and neutral are 17% people.



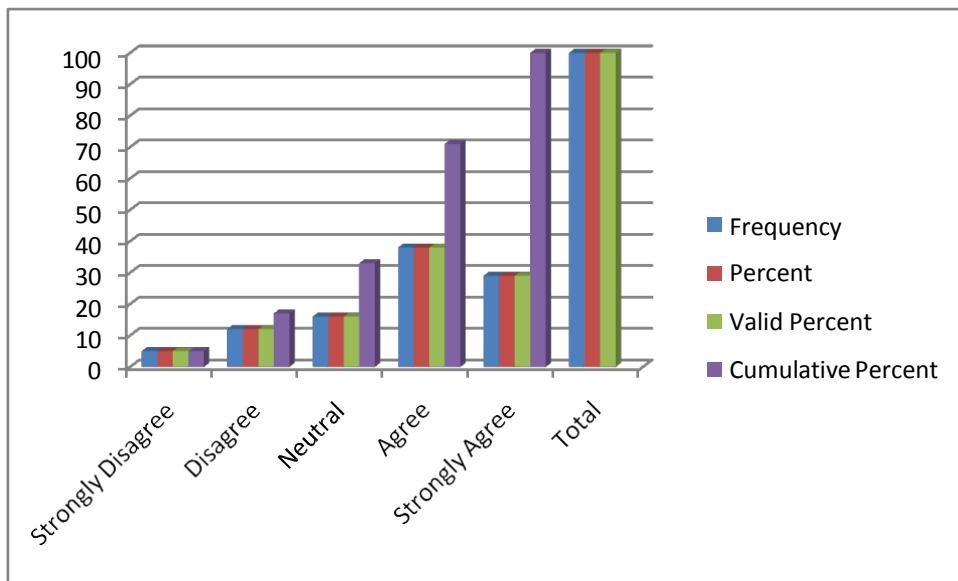
*Figure 8 There is no gender, racial, sexual or other discrimination*

In figure 8, we had seen that 32% people are agreed and strongly agreed people are 37% and disagreed people are 11% and 2% are strongly disagreed and over all neutral are 18% people.



*Figure 9 Customers' service provided with friendly*

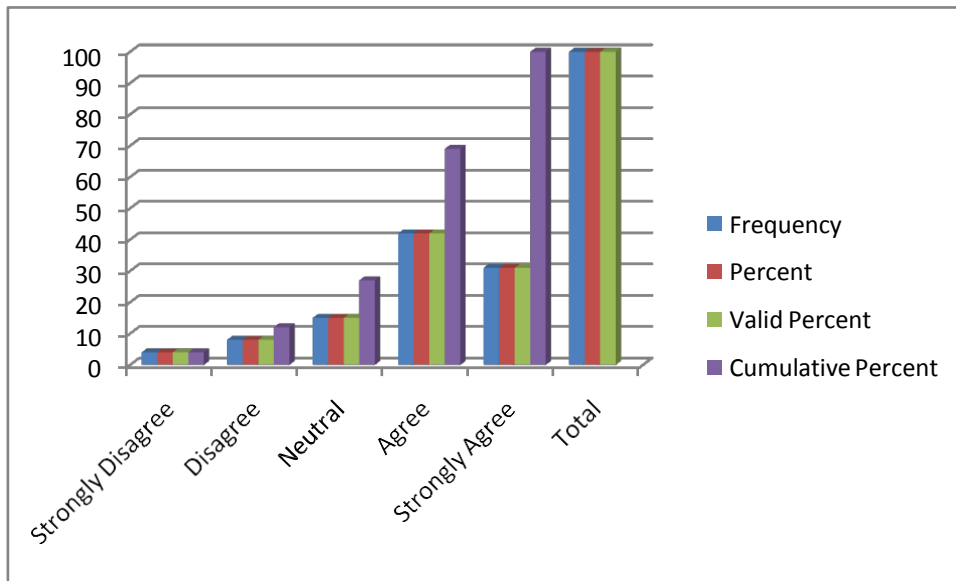
In figure 9, we had seen that 42% people are agreed and strongly agreed people are 27% and disagreed people are 11% and 3% are strongly disagreed and over all neutral are 17% people.



*Figure 10 Customer service provided by social media*

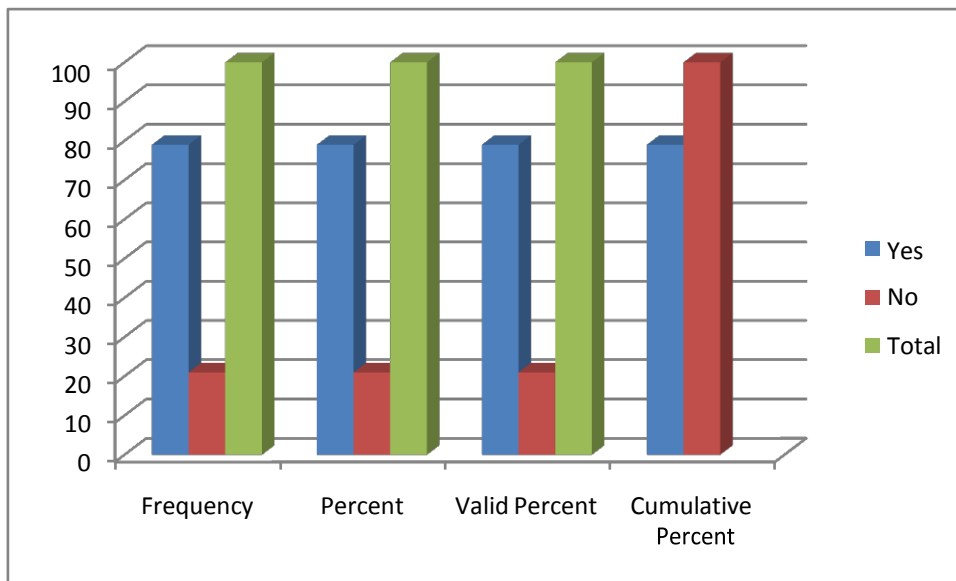
In figure 10, we had seen that 38% people are agreed and strongly agreed people are 29% and disagreed people are 12% and 5% are strongly disagreed and over all neutral are 16% people.





*Figure 11 Excellent customer service quality*

In figure 11, we had seen that there are 42% people are agreed and strongly agreed people are 31% and disagreed people are 8% and 4% are strongly disagreed and over all neutral are 15% people.



*Figure 12 Satisfied services provided by social media*

In figure 12, we had seen that the percentages of satisfied service people are 79% said yes and 21% said no.

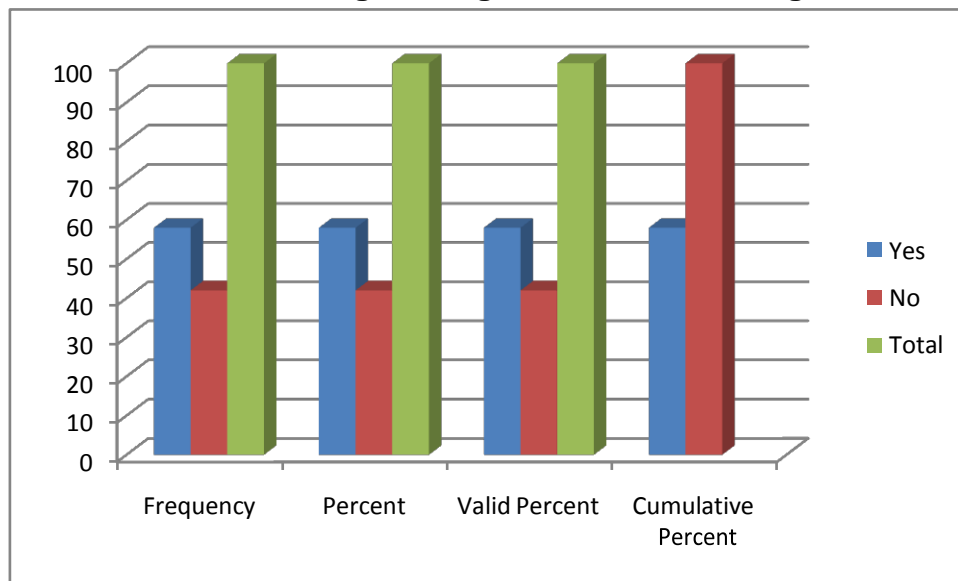


Figure 13 Getting services in time

In figure 13, we had seen that the getting services on time the percentage are 58% said yes and 42% said no.

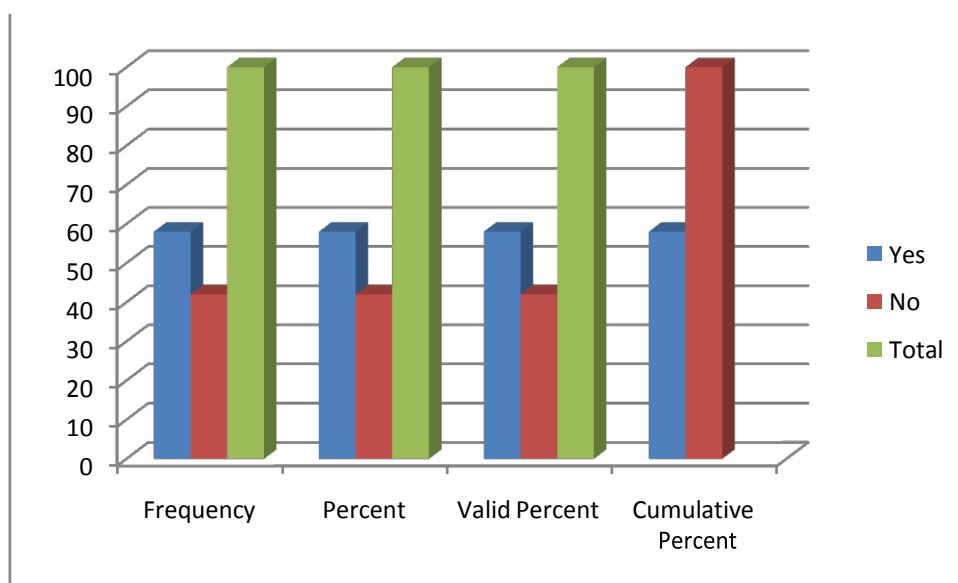


Figure 14 Satisfied with the owner services of the social media

In figure 14, we had seen that 58% people said yes and 42% people said no.

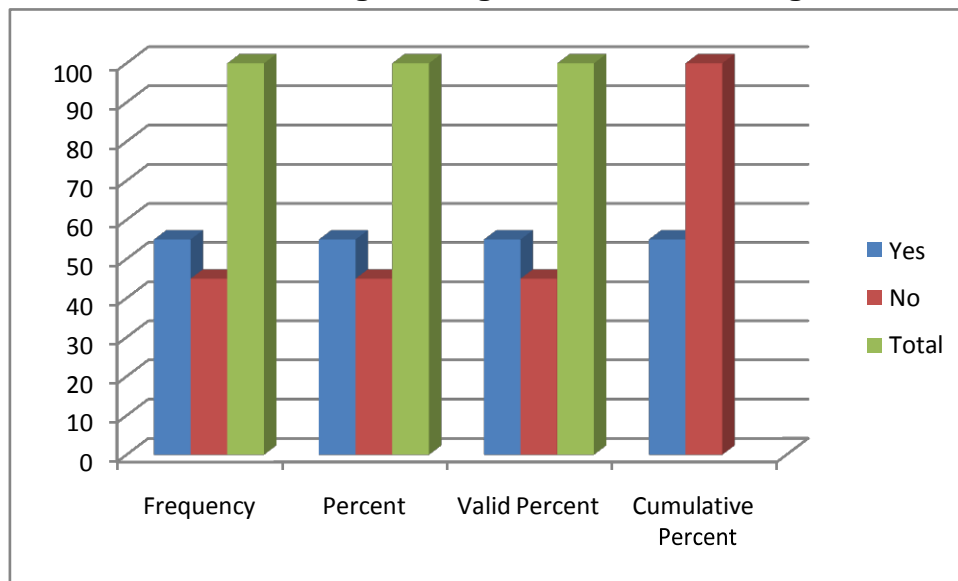


Figure 15 Social media statement providing a complete look of the social media.

In figure 15, we had seen 55% of the people agreed that the social media cover all kind of their statement in social page and 45% are said no.

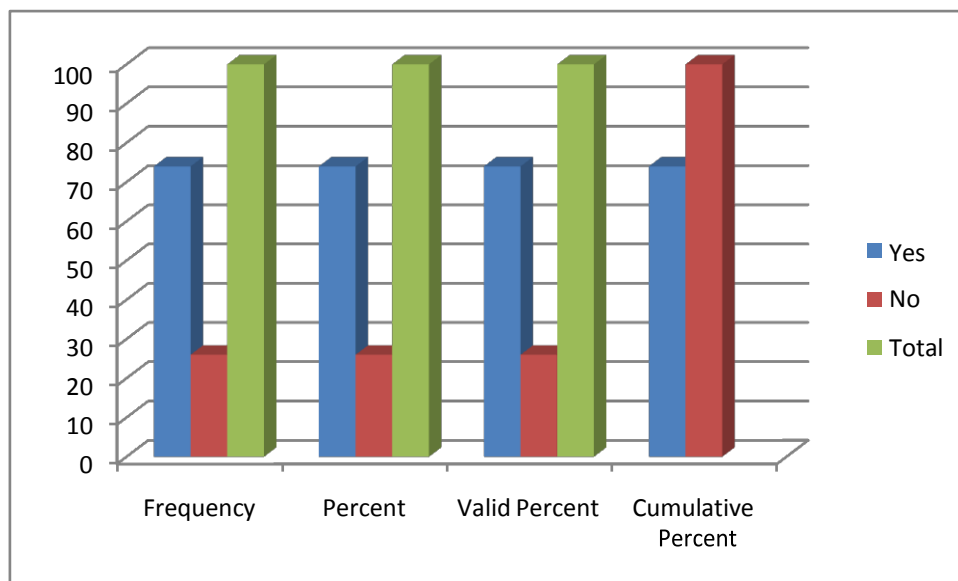


Figure 16 Equipment's consistent with the services

In figure 16, we had seen 74% people said yes that covers all equipment is related in the service and 26% said no.

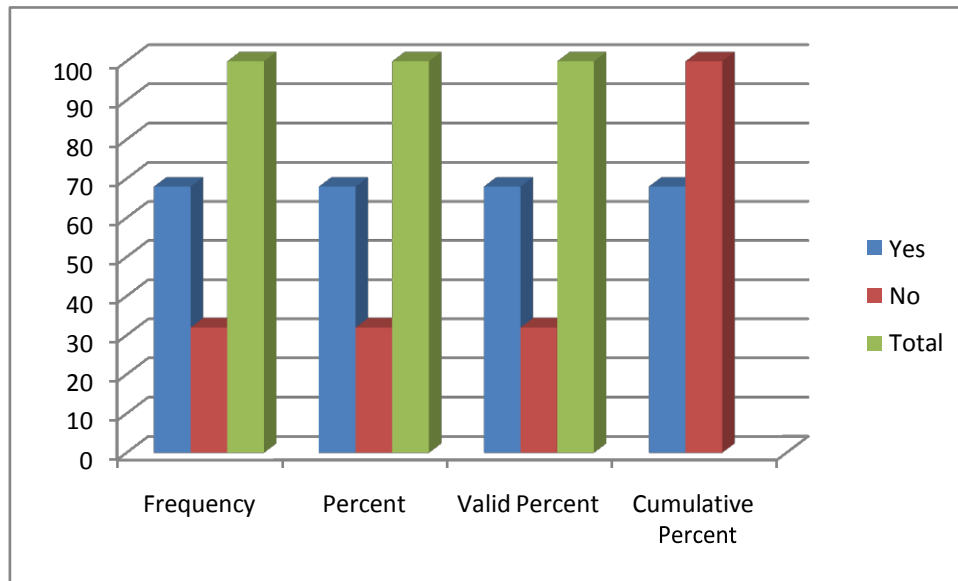


Figure 17 Expected services and provided services of the social media

In figure 17, we had seen 68% people said yes that cover all expected services and provided services and 32% said no.

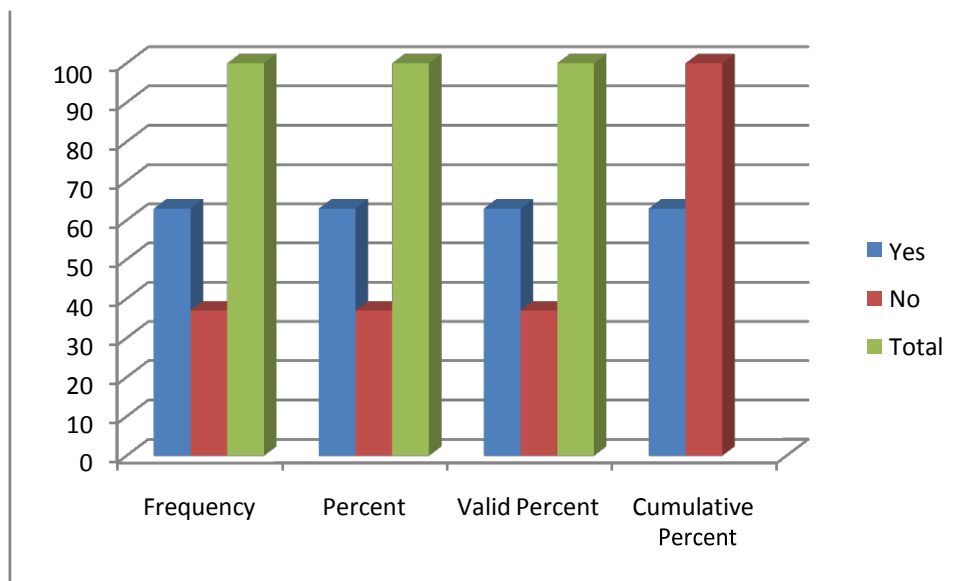


Figure 18 prompt to give best services

In figure 18, we had seen 63% people said yes that prompt to give best services and 37% said no.

**Qualitative data analysis**

In this research, we have already talked with the employees and customers to know about their feeling toward Apparel. They also asked about their relationship with the company, how company provide service, how they maintain good relationship with them, what are the ways or strategies they use to maintain good customer relationship, what could be other possible ways to improve customers relationship. Researcher also asked employees how they maintain relationship with customers, what are the views of customers towards their company, are the employees treats their customers with respect so that they can improve relationship with them. We were talked with the manager of Apparel Company to know about the situation of Apparel and customer relation with the company. All the information collected by researcher from Apparel Company shows that they are trying to maintain good relationship with customers.



## International Journal OF Engineering Sciences & Management Research

### ACKNOWLEDGEMENT

We would like to thanks Prof. Caifen Zou, School of accounting, Wuhan Textile University for her guideline.

### CONCLUSION

At the end of the report, we have said that this research report will help student to develop theoretical knowledge as well as rational knowledge on how to improve customer relationship management of apparel product. In this research, we have tried to shows that, how to customer relationship can bring profitable from online business. We have shown that the phase of customer relationship management and how to social media pages could be provided better service for customer. As we know, maintaining customer relationship is an important factor for Apparel Company. By maintaining strong customer relationship with customers, Company can make profit. After analyzed this research, we have finally reach in a result that every company should maintain customer relationship to bring profit for their company by providing excellent service.

After analyzed the whole research, we have some recommendation for Apparel Company. The recommendations are given below:

- Company need to more focus on improving the relationship with their customers because at the end customer will bring the profit.
- As maintaining customer relationship is important for Apparel Company, so it needs to find out more ways how they can provide better customer service.
- Apparel Company needs to find out what are the skills of can help to provide better customers service
- Apparel Company can give training to the employees on how to build strong customer relationship.
- They can also motivate the employees to improve the relationship with customers; sometimes Apparel Company can give their employees some monetary incentive to make good relationship with customers.

### REFERENCES

1. Adiele, Kenneth C, & Gabriel, JM. (2013). *Customer Relationship Management and Bank Performance in Nigeria: An Empirical Validation Study*. *International Journal of Science and Research*, 2(1), 416-419.
2. Aghdaie, Mohammad Hasan, Tafreshi, Parham Fami, & Behzadian, Majid. (2014). *Customer-oriented benefit segmentation: an integrated approach*. *International Journal of Business Innovation and Research*, 8(2), 168-189.
3. Burns, Leslie Davis, Mullet, Kathy K, & Bryant, Nancy O. (2016). *The business of fashion: Designing, manufacturing, and marketing*: Bloomsbury Publishing USA.
4. Cronin, J Joseph, Brady, Michael K, & Hult, G Tomas M. (2000). *Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments*. *Journal of retailing*, 76(2), 193-218.
5. Edwards, Tim. (2016). *Men in the Mirror: Men's Fashion, Masculinity, and Consumer Society*: Bloomsbury Publishing.
6. Eikenberry, Kevin. (2008). *Leadership Lessons From Presidential Campaigns*. *The Journal for Quality and Participation*, 31(1), 15.
7. Fornell, Claes, Johnson, Michael D, Anderson, Eugene W, Cha, Jaesung, & Bryant, Barbara Everitt. (1996). *The American customer satisfaction index: nature, purpose, and findings*. *the Journal of Marketing*, 7-18.
8. Hayes, Bob E. (1998). *Measuring customer satisfaction: Survey design, use, and statistical analysis methods*: ASQ Quality Press.
9. Kerr, Gayle, Schultz, Don, Patti, Charles, & Kim, Ilchul. (2008). *An inside-out approach to integrated marketing communication: An international analysis*. *International Journal of Advertising*, 27(4), 511-548.
10. Kim, Jihyun, & Damhorst, Mary Lynn. (2010). *Effects of level of internet retailer's service quality on perceived apparel quality, perceived service quality, perceived value, satisfaction, and behavioral intentions toward an internet retailer*. *Clothing and Textiles Research Journal*, 28(1), 56-73.
11. Kim, MiRan, Vogt, Christine A, & Knutson, Bonnie J. (2015). *Relationships among customer satisfaction, delight, and loyalty in the hospitality industry*. *Journal of Hospitality & Tourism Research*, 39(2), 170-197.

## International Journal OF Engineering Sciences & Management Research

12. Kim, Soyoung, & Stoel, Leslie. (2004). *Apparel retailers: website quality dimensions and satisfaction. Journal of Retailing and Consumer Services, 11(2), 109-117.*
13. Lee, Seung-Eun, Kunz, Grace I, Fiore, Ann Marie, & Campbell, JR. (2002). *Acceptance of mass customization of apparel: merchandising issues associated with preference for product, process, and place. Clothing and Textiles Research Journal, 20(3), 138-146.*
14. Madichie, Nnamdi O. (2014). 'Unintentional Demarketing'in Higher Education. *Browser Download This Paper.*
15. Massad, Nelson, Heckman, Robert, & Crowston, Kevin. (2006). *Customer satisfaction with electronic service encounters. International Journal of Electronic Commerce, 10(4), 73-104.*
16. Meuter, Matthew L, Ostrom, Amy L, Roundtree, Robert I, & Bitner, Mary Jo. (2000). *Self-service technologies: understanding customer satisfaction with technology-based service encounters. Journal of marketing, 64(3), 50-64.*
17. Mouzas, Stefanos. (2006). *Efficiency versus effectiveness in business networks. Journal of Business Research, 59(10), 1124-1132.*
18. Noe, Raymond A, Hollenbeck, John R, Gerhart, Barry, & Wright, Patrick M. (2006). *Human resource management: Gaining a competitive advantage.*
19. Okonkwo, Uche. (2016). *Luxury fashion branding: trends, tactics, techniques: Springer.*
20. Saeidi, Sayedeh Parastoo, Sofian, Saudah, Saeidi, Parvaneh, Saeidi, Sayyedah Parisa, & Saaeidi, Seyyed Alireza. (2015). *How does corporate social responsibility contribute to firm financial performance? The mediating role of competitive advantage, reputation, and customer satisfaction. Journal of Business Research, 68(2), 341-350.*
21. Tkaczynski, Aaron, & Rundle-Thiele, Sharyn R. (2011). *Event segmentation: A review and research agenda. Tourism Management, 32(2), 426-434.*
22. Vavra, Terry G. (1997). *Improving your measurement of customer satisfaction: A guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs: ASQ quality press.*
23. Zagel, Christian, & Bodendorf, Freimut. (2012). *User Centered Design of Innovative E-Service Solutions-A Scientific Approach to User Fascination. Paper presented at the SRII Global Conference (SRII), 2012 Annual*