Exploring Customer Preference to Develop an Effective Customer Relationship Management Strategy: A Case Study of Comvee, an Adaptive-Clothing Brand

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Abstract

Comvee is a clothing brand specializing in adaptive apparel designed to facilitate easy and quick dressing for individuals with high mobility needs. This research aims to identify Comvee's customer preferences, explore how Comvee's Customer Relationship Management (CRM) correlates with these preferences, and provide recommendations for aligning CRM strategies with customer preferences. The study examines three dimensions of customer preference: Product Perception, Price Perception, and Promotion Perception. For CRM, the dimensions are Customer Attraction, Value Delivered to Customers, and Customer Engagement. A quantitative approach was used, with data collected via an online survey distributed to 115 respondents who follow Comvee on Instagram and TikTok. Descriptive Analysis, Spearman's Correlation Analysis, and Cross-tabulation Analysis were employed to assess the relationships between variables. The results indicate a strong positive correlation between Customer Preference and CRM, with a correlation coefficient of 0.815. Customers expressed a preference for effective promotional communication, clear product value and benefits, products meeting their needs, and prices aligning with their tolerance. Recommendations for enhancing Comvee's CRM include optimizing social media engagement tailored to the target audience, focusing on the 25-34 age group, strengthening offline presence and community building, and emphasizing product functionality, benefits, and value in promotions.

Keywords: Customer Preference; Customer Relationship Management; Descriptive Analysis; Spearman's Correlation Analysis; Cross-tabulation Analysis.

A. INTRODUCTION

In Indonesia, the apparel industry has experienced rapid growth in recent years. In 2024, the revenue of the Indonesian apparel market is projected to reach USD 22.66 billion, with an expected annual growth rate of 3.31% from 2024 to 2028 (Statista, 2024). This growth has also led to increasingly diverse fashion trends. A survey by Populix reveals that 73% of respondents prefer simple clothing styles, and 80% prioritize comfort in their wardrobe choices (Populix, 2022). In response to this demand for simplicity and comfort, various brands are adapting their collections, such as Bottega Veneta's Spring/Summer 2023 collection (Lischke, 2023) and Uniqlo's LifeWear concept (philippinesbrands.com, 2024).

The rising competition among fashion brands to meet these customer needs has intensified. To excel, brands must continuously update their understanding of customer preferences. Research shows that key factors of Customer Relationship Management (CRM), such as a customer-centric approach, significantly influence customer preferences (Chetthamrongchai & Saengchai, 2019). Therefore, a deep understanding of customer preferences is crucial for developing effective CRM strategies.

Comvee is a clothing brand specializing in adaptive apparel designed to meet the needs of individuals with high mobility, aiming to provide ease and comfort in dressing. Despite its focus on adaptive clothing, Comvee faces significant competition within the fashion industry. To stand out, Comvee must develop a comprehensive understanding of customer preferences and create an optimal CRM strategy to differentiate itself. This need for a better understanding is not only driven by industry competition but also by internal challenges faced by Comvee. The following diagram outlines the problems and root causes experienced by Comvee based on its business processes.

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Figure 1. Comvee's Root Cause Diagram
Source: Research data, 2024

As illustrated in the diagram, Comvee faces a significant issue: a lack of understanding of customer preferences, which hampers its ability to develop an effective Customer Relationship Management (CRM) strategy and build strong, lasting relationships with its customer base. Customer Preference refers to how customers evaluate or favour certain products or services over others. In this research, Customer Preference is divided into three dimensions: Perceived Product, Perceived Price, and Perceived Promotion (Anojan Vickneswaran & T. Subaskaran, 2015). On the other hand, Customer Relationship Management is a strategic tool that helps companies gain deeper insights into customer needs and preferences. This information is crucial for developing long-term strategies based on customer data, such as purchasing patterns and brand preferences (Ullah & Narain, 2020). This research focuses on three CRM dimensions: Customer Attraction, Value Delivered to Customers, and Customer Engagement (Afolabi et al., 2016; Latif, 2019). The relationship between CRM and customer preferences is integral because CRM involves collecting, understanding, managing, and responding to customer preferences. This study aims to identify Comvee's customer preferences, explore how Comvee's CRM correlates with these preferences, and provide recommendations for developing a CRM strategy that aligns with customer preferences.

B. RESEARCH METHOD

Initially, the researcher identified several symptoms experienced by Comvee, which led to the formulation of a problem statement. This problem statement served as the foundation for selecting relevant literature and developing a specific hypothesis for the research. The research employed a quantitative approach using survey research to collect data. The survey was conducted via an online questionnaire created using Google Forms in Bahasa Indonesia to cater to Indonesian respondents. The questionnaire utilized a Likert scale, ranging from 1 to 5, with options including strongly disagree, disagree, neutral, agree, and strongly agree.

Figure 2. Research Methodology
Source: Research data, 2024
The study's population comprised individuals who follow Comvee on social media platforms like Instagram and TikTok and those who have engaged with Comvee's promotional or CRM activities through channels such as Comvee Pop-Up Booths, Shopee, the Comvee website, and Facebook Ads. As of February 27, 2024, the total population of TikTok (182) and Instagram (539) followers was 721. Using the Slovin Formula with a margin of error (e) of 0.1, the calculated sample size was 88.

Following the development of the questionnaire, a pilot test was conducted, including a viability test and a reliability test. The Pearson Correlation method was used for the validity test, and Cronbach's Alpha was used for the reliability test. The Kolmogorov-Smirnov method with a 95% confidence level was applied for the normality test to ensure the questionnaire's effectiveness in measuring indicators. If the pilot test confirmed the questionnaire's viability and reliability, data collection could proceed. If not, the questionnaire development process would be revisited.

Once the questionnaire was validated, data collection commenced through the online platform, utilizing various social media channels to reach the minimum sample size. Upon achieving the required number of respondents, the data analysis process began. Data analysis involved Descriptive Analysis, Spearman's Correlation Analysis, and Cross-tabulation Analysis, all conducted using the Statistical Package for the Social Sciences (SPSS)—the analysis aimed to draw conclusions and provide recommendations for the future development of Comvee.

C. RESULTS AND DISCUSSION

This research aims to examine the correlation between Customer Preference (variable X) and Customer Relationship Management (variable Y). Additionally, the study seeks to identify Comvee's Customer Preferences and use these insights to enhance the development of Comvee's Customer Relationship Management program. The normality test, conducted using the Kolmogorov-Smirnov test with the Lilliefors significance correction, revealed that Customer Preference is normally distributed ($\alpha > 0.05$), whereas Customer Relationship Management is not ($\alpha < 0.05$).

<table>
<thead>
<tr>
<th>Construct</th>
<th>Statistic</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Preference</td>
<td>0.074</td>
<td>115</td>
<td>0.172</td>
</tr>
<tr>
<td>Customer Relationship Management (CRM)</td>
<td>0.113</td>
<td>115</td>
<td>&lt;0.001</td>
</tr>
</tbody>
</table>

This finding impacts the subsequent analysis, as Customer Relationship Management is not normally distributed. Therefore, a non-parametric statistical method must be used for the analysis. Non-parametric methods do not assume a normal distribution and are more suitable for data that does not follow a normal distribution.

<table>
<thead>
<tr>
<th>Construct</th>
<th>CP Correlation Coefficient</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
<th>CRM Correlation Coefficient</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP</td>
<td>1.000</td>
<td></td>
<td>115</td>
<td>.815**</td>
<td></td>
<td>115</td>
</tr>
<tr>
<td>CRM</td>
<td>0.815**</td>
<td>&lt;.001</td>
<td>115</td>
<td>1.000</td>
<td></td>
<td>115</td>
</tr>
</tbody>
</table>

Source: Research data, 2024

Using Spearman's Correlation as the non-parametric test, the researcher obtained a correlation coefficient of 0.815, indicating a strong positive correlation between Customer Preference and Customer Relationship Management. This result shows that as Customer Preference increases, Customer Relationship Management also tends to increase. Consequently, the development of CRM is positively related to higher levels of Customer Preference. Additionally, the p-value for the correlation is <0.001, indicating a highly significant relationship.
Figure 3. Scatter Plot of CRM by CP
Source: Research data, 2024

The scatter plot reveals an overall increasing trend, with higher Customer Preference (CP, value X) associated with higher Customer Relationship Management (CRM, value Y). However, despite this general trend, the data appears scattered and less homogeneous. This variability suggests the presence of factors outside the construct influencing the data. Additionally, the scatter plot identifies several outliers: notably, some at the lower end of CRM around CP values of 2 to 2.5 and others above the trend line at the higher end of CRM and around CP values of 4. The data analysis proceeds with Descriptive Analytics, detailed in the following table, which includes the mean (μ), standard deviation (σ), median (Md), mode (Mo), minimum (Min), and maximum (Max) for each variable's measurement.

<table>
<thead>
<tr>
<th>Code</th>
<th>Measurement</th>
<th>μ</th>
<th>σ</th>
<th>Md</th>
<th>Mo</th>
<th>Min</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP11</td>
<td>Based on Instagram/Tiktok/Website/Shopee/Pop Up Booth Comvee that I have seen/visited, The quality of Comvee products meets my expectations for the quality of a fashion product</td>
<td>4.22</td>
<td>0.632</td>
<td>4.00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CP12</td>
<td>Based on Instagram/Tiktok/Website/Shopee/Pop Up Booth Comvee that I have seen/visited, Comvee products can provide comfort in dressing</td>
<td>4.25</td>
<td>0.686</td>
<td>4.00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CP13</td>
<td>Based on Instagram/Tiktok/Website/Shopee/Pop Up Booth Comvee that I have seen/visited, The adaptive features (magnetic button and zipper features) on Comvee products are very useful, making it easier for me to get dressed</td>
<td>4.37</td>
<td>0.668</td>
<td>4.00</td>
<td>5</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CP14</td>
<td>Based on Instagram/Tiktok/Website/Shopee/Pop Up Booth Comvee that I have seen/visited, Comvee product design suits my needs for a fashion product</td>
<td>3.88</td>
<td>0.807</td>
<td>4.00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CP21</td>
<td>I feel that the price of Comvee products is comparable to the quality offered</td>
<td>4.10</td>
<td>0.742</td>
<td>4.00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CP22</td>
<td>Comvee product prices are in accordance with the features (adaptive features, materials, design) offered</td>
<td>4.21</td>
<td>0.755</td>
<td>4.00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CP23</td>
<td>I consider the prices of the products offered by Comvee to be affordable</td>
<td>3.67</td>
<td>0.915</td>
<td>4.00</td>
<td>4</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>CP24</td>
<td>The price of Comvee products is commensurate with the features it offers</td>
<td>4.13</td>
<td>0.789</td>
<td>4.00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CP31</td>
<td>Comvee's promotions are interesting</td>
<td>4.30</td>
<td>0.751</td>
<td>4.00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CP32</td>
<td>Comvee's promotions are informative</td>
<td>4.43</td>
<td>0.702</td>
<td>5.00</td>
<td>5</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>CP33</td>
<td>The promotions carried out by Comvee made me prefer this product over other products</td>
<td>3.57</td>
<td>1.009</td>
<td>3.00</td>
<td>3</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>
The promotions carried out by Comvee are taken into consideration when I decide to buy clothes.

Source: Research data, 2024

According to the descriptive analysis of Customer Preference, the Perceived Promotion dimension exhibits both the highest and lowest assessment scales. Respondents consider Comvee’s promotions to be informative and engaging, indicating that customers value clear and valuable communication. This aligns with findings that suggest customers develop a preference for brands based on the perceived value of the information provided (Ilyas & Mustafa, 2022). Informative promotions can incentivize customers to purchase products that align with their preferences, as recent studies show that well-communicated promotions can convert a customer's need into a desire to buy new products (Sianto et al., 2023).

Despite the effectiveness of Comvee's promotions in being informative and interesting, they are not always sufficient to make customers prefer Comvee products over competitors' offerings. Non-promotional factors, such as competitors providing higher-quality products and customers' tendencies to overlook or undervalue product differences due to high industry standards, also play a role. Additionally, customer loyalty to existing products or brands can influence preferences (Bolton et al., 2014).

In terms of the Perceived of Product and Perceived of Price dimensions, the highest ratings indicate that customers find Comvee's adaptive features (such as magnetic buttons and zippers) highly useful, facilitating ease of dressing. These features are perceived to be in line with the product prices, as reflected in the Perceived Price dimension. However, the lowest ratings for these dimensions suggest that customers feel Comvee's product design does not fully meet their fashion needs and that the products are not always considered affordable. Studies suggest that less essential or less appreciated items are less likely to be favoured (Zhang & Chang, 2020). Customers prioritize products that are deemed important, especially in a competitive market (Bahety et al., 2022). Furthermore, price sensitivity significantly influences customer preferences, with less affordable products being less desirable (Zhang & Chang, 2020).

<table>
<thead>
<tr>
<th>Code</th>
<th>Measurement</th>
<th>μ</th>
<th>σ</th>
<th>Md</th>
<th>Mo</th>
<th>Min</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>CF34</td>
<td>The promotions carried out by Comvee are taken into consideration when I decide to buy clothes</td>
<td>3.75</td>
<td>0.981</td>
<td>4,00</td>
<td>4</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>

Table 4. Descriptive Statistics Result CRM

<table>
<thead>
<tr>
<th>Code</th>
<th>Measurement</th>
<th>μ</th>
<th>σ</th>
<th>Md</th>
<th>Mo</th>
<th>Min</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRM11</td>
<td>The information provided by Comvee regarding the product is easy to understand</td>
<td>4.57</td>
<td>0.594</td>
<td>5,00</td>
<td>5</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CRM12</td>
<td>The Comvee provides clear information about the value that customers will get</td>
<td>4.48</td>
<td>0.626</td>
<td>5,00</td>
<td>5</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CRM13</td>
<td>The Comvee communicates clearly and effectively in carrying out promotions</td>
<td>4.42</td>
<td>0.649</td>
<td>4,00</td>
<td>5</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CRM14</td>
<td>Comvee's communication encouraged me to buy Comvee products</td>
<td>3.72</td>
<td>0.932</td>
<td>4,00</td>
<td>4</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>CRM15</td>
<td>I feel that the Comvee promotion I received is relevant to my daily life</td>
<td>3.94</td>
<td>0.820</td>
<td>4,00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CRM16</td>
<td>I feel Comvee understands customer needs well through their promotions</td>
<td>4.21</td>
<td>0.707</td>
<td>4,00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CRM21</td>
<td>Comvee products seem to add good value to my spending</td>
<td>3.77</td>
<td>0.882</td>
<td>4,00</td>
<td>4</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>CRM22</td>
<td>I feel that the prices of Comvee products are competitive compared to other clothing products</td>
<td>3.97</td>
<td>0.816</td>
<td>4,00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CRM23</td>
<td>I am satisfied with the ratio of price and benefits offered by Comvee products</td>
<td>3.97</td>
<td>0.772</td>
<td>4,00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CRM24</td>
<td>I feel that the features offered by Comvee products seem useful and help my daily dressing activities</td>
<td>4.14</td>
<td>0.687</td>
<td>4,00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CRM25</td>
<td>I feel that Comvee products can provide comfort in my daily activities</td>
<td>4.26</td>
<td>0.650</td>
<td>4,00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>CRM26</td>
<td>Comvee product promotions make me feel happy and interested</td>
<td>4.21</td>
<td>0.767</td>
<td>4,00</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>
The results of Customer Preference strongly correlate with Customer Relationship Management, as evidenced by alignment with research on CRM dimensions. Among these, "Effective Communication with Customers" within the Customer Attraction dimension received the highest rating. Comvee's current CRM program effectively delivers clear and understandable information about its products. However, despite clear communication and effective promotions, Comvee's efforts have not sufficiently encouraged customers to purchase its products. This finding is consistent with the Customer Preference results, which indicate that non-promotional factors can affect purchase decisions.

In the Customer Engagement dimension, "Social Connections" received the lowest rating, indicating that Comvee has yet to build a strong community or "Comvee Seekers" group. Conversely, the "Conscious Attention" indicator received the highest rating, showing that Comvee's products effectively capture customer interest. Analysis of the Value Delivered to Customers dimension reveals that Comvee products provide comfort in customers' daily lives, but the promotions fail to reflect customers' self-images.

These insights suggest that Comvee's marketing strategy could benefit from emphasizing unique product advantages, such as comfort, which has been shown to attract customer attention and influence purchase decisions (Liu et al., 2021). Additionally, enhancing promotions to align with customers' self-images can foster emotional connections and community building. When a brand's promotion resonates with customers' self-image, it strengthens emotional attachment and loyalty (Li et al., 2021). To build a sense of community, Comvee could consider organizing joint activities with customers who share similar values and self-images, particularly in cities like Bandung or Jakarta, where many of Comvee's social media followers are located.

Table 5. Cross-tabulation Data Results of Age x Filtering Questions

<table>
<thead>
<tr>
<th>How did you find out about Comvee?</th>
<th>18-24 year</th>
<th>25-34 year</th>
<th>35-44 year</th>
<th>45-54 year</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram (@comvee.official)</td>
<td>Count: 39</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>% within Age: 38.6%</td>
<td>54.5%</td>
<td>50.0%</td>
<td>0.0%</td>
<td>40.0%</td>
</tr>
<tr>
<td></td>
<td>% of Total: 33.9%</td>
<td>5.2%</td>
<td>0.9%</td>
<td>0.0%</td>
<td>40.0%</td>
</tr>
<tr>
<td>Instagram (@comvee.official), Pop-Up Booth Comvee</td>
<td>Count: 21</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>% within Age: 20.8%</td>
<td>27.3%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>20.9%</td>
</tr>
<tr>
<td></td>
<td>% of Total: 18.3%</td>
<td>2.6%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>20.9%</td>
</tr>
<tr>
<td>Instagram (@comvee.official), Pop Up Booth Comvee, Shopee (Comvee Adaptive Official)</td>
<td>Count: 2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>% within Age: 2.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>1.7%</td>
</tr>
<tr>
<td></td>
<td>% of Total: 1.7%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>1.7%</td>
</tr>
<tr>
<td></td>
<td>Count: 0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Research data, 2024
<table>
<thead>
<tr>
<th>Instagram (@comvee.official), Shopee (Comvee Adaptive Official)</th>
<th>18-24 year</th>
<th>25-34 year</th>
<th>35-44 year</th>
<th>45-54 year</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>% within Age</td>
<td>0.0</td>
<td>9.1</td>
<td>50.0</td>
<td>0.0</td>
<td>1.7</td>
</tr>
<tr>
<td>% of Total</td>
<td>0.0</td>
<td>0.9</td>
<td>0.9</td>
<td>0.0</td>
<td>1.7</td>
</tr>
<tr>
<td>TikTok (@comvee.official), Pop Up Booth Comvee Shopee (Comvee Adaptive Official)</td>
<td>Count</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>% within Age</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
<td>0.9</td>
<td>0.9</td>
</tr>
<tr>
<td>% of Total</td>
<td>0.0</td>
<td>0.0</td>
<td>0.9</td>
<td>0.0</td>
<td>0.9</td>
</tr>
<tr>
<td>Instagram (@comvee.official), TikTok (@comvee.official), Pop Up Booth Comvee Shopee (Comvee Adaptive Official), Website (Comvee Adaptive)</td>
<td>Count</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>% within Age</td>
<td>6.9</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>6.1</td>
</tr>
<tr>
<td>% of Total</td>
<td>6.1</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>6.1</td>
</tr>
<tr>
<td>Instagram (@comvee.official), TikTok (@comvee.official), Pop Up Booth Comvee Shopee (Comvee Adaptive Official)</td>
<td>Count</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>% within Age</td>
<td>11.9</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>10.4</td>
</tr>
<tr>
<td>% of Total</td>
<td>10.4</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>10.4</td>
</tr>
<tr>
<td>Instagram (@comvee.official), TikTok (@comvee.official), Pop Up Booth Comvee Shopee (Comvee Adaptive Official), Website (Comvee Adaptive)</td>
<td>Count</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>% within Age</td>
<td>5.9</td>
<td>0.0</td>
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Do you feel familiar with the promotional programs or activities carried out by Comvee?

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Have you ever purchased a product from Comvec?

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Source: Research data, 2024

Table 6. Cross-tabulation Data Results of Age x Customer Preference

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**JCSAM: Journal of Consumer Studies and Applied Marketing, Volume 2 Number 2: 114-127**
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| CP34      | Count | 2          | 0          | 0          | 0          | 2     |
|           | % within Age | 2.0       | 0.0        | 0.0        | 0.0        | 1.7   |
|           | % of Total  | 1.7        | 0.0        | 0.0        | 0.0        | 1.7   |

| 2         | Count | 7          | 2          | 0          | 0          | 9     |
|           | % within Age | 6.9       | 18.2       | 0.0        | 0.0        | 7.8   |
|           | % of Total  | 6.1        | 1.7        | 0.0        | 0.0        | 7.8   |

| 3         | Count | 31         | 3          | 0          | 0          | 34    |
|           | % within Age | 30.7      | 27.3       | 0.0        | 0.0        | 29.6  |
|           | % of Total  | 30.7       | 2.6        | 0.0        | 0.0        | 29.6  |
| 4         | Count | 35         | 4          | 1          | 1          | 41    |
|           | % within Age | 34.7      | 36.4       | 50.0       | 100.0      | 35.7  |
|           | % of Total  | 30.4       | 3.5        | 0.9        | 0.9        | 35.7  |
| 5         | Count | 26         | 2          | 1          | 0          | 29    |
|           | % within Age | 25.7      | 18.2       | 50.0       | 0.0        | 25.2  |
|           | % of Total  | 22.6       | 1.7        | 0.9        | 0.0        | 25.2  |
| Total     | Count | 101        | 11         | 2          | 1          | 115   |
|           | % within Age | 100.0     | 100.0      | 100.0      | 100.0      | 100.0 |
|           | % of Total  | 87.8       | 9.6        | 1.7        | 0.9        | 100.0 |

Source: Research data, 2024

**Discussion**

The analysis indicates that Comvee’s Customer Relationship Management (CRM) program requires significant optimization. The low conversion rate of 9.6% among 115 respondents suggests that the current CRM strategy has not been effective in converting engagement into sales. Additionally, the frequency with which respondents view Comvee’s content online is relatively low, with 42.6% rarely interacting with the content. To address this, Comvee needs to focus its marketing efforts on the most effective channels. Instagram, popular among the 18-24 and 25-34 age groups, should remain a primary focus for promotional activities. The use of Meta Business Suite to run ads on both Instagram and Facebook should be maximized, although current results are still minimal due to recent activation. Moreover, TikTok shows potential for reaching the 18-24 age group, so creating engaging content tailored to this platform could enhance engagement within this demographic.

To improve content relevance, Comvee should tailor promotional materials to the specific preferences and emotional and cognitive engagement of different age groups. Content should emphasize the functionality and benefits of Comvee’s products, such as adaptive features and overall comfort. For the 25-34 age group, intensify promotions through Pop-Up Booths, Shopee, and websites, while for the 18-24 age group, focus on TikTok to capture their attention. Differentiating marketing channels is also crucial to ensure promotions are directed at the appropriate target markets, avoiding ineffective spending on uninterested audiences and enhancing overall marketing efficiency. Additionally, the CRM program should be optimized by incorporating insights into customer preferences to better align with the needs and
behaviours of various customer segments. By implementing these recommendations, Comvee can improve the effectiveness of its CRM program, increase engagement, and ultimately boost conversion rates.

D. CONCLUSION

This research aims to identify Comvee's customers' preferences, understand how Comvee's Customer Relationship Management (CRM) correlates with these preferences, and provide recommendations for enhancing Comvee's CRM strategy to align with customer preferences. The study involved distributing a questionnaire to 115 respondents, all followers of Comvee on Instagram and/or TikTok. The data was analyzed using Descriptive Analysis, Spearman's Correlation Analysis, and Cross-tabulation Analysis with the help of Statistical Package for the Social Sciences (SPSS). Spearman's Correlation analysis revealed a strong positive correlation of 0.815 between Customer Preference and CRM, confirming the hypothesis that "There is a correlation between Customer Preference and Customer Relationship Management in Comvee."

The findings indicate that while Comvee's customers value effective communication of promotions and clear product value, these factors alone are not sufficient to drive purchases. Other non-promotional factors, such as competitor product quality, customer loyalty to similar brands, product suitability, and price affordability, also play significant roles in purchase decisions.

To improve CRM, it is recommended that Comvee optimizes its social media presence to better target the market age group of 25-34 years. Emphasis should be placed on the product's functionality, benefits, and value, ensuring that promotions are as relatable as possible. Additionally, customers indicated that Comvee's CRM program does not fully reflect their self-image or foster a sense of community among customers. Therefore, strengthening offline presence and community-building efforts through Pop-Up Booths and community events is advisable.

The research faced limitations, including a small sample size of Comvee's social media followers and a limited number of respondents from older age groups, affecting the reliability of the data and its analysis. Given that older age groups show higher purchasing trends, expanding the demographic scope of data collection is essential. Future research should aim to include a more diverse age range and analyze a sufficient amount of purchase data to gain deeper insights into CRM effectiveness. Additionally, incorporating filtering questions about respondents' frequency of engaging with Comvee's promotional activities and their experiences can help mitigate potential bias in the responses.

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Moderating Factors Affecting Brand Loyalty In Boycotts of Israel-Affiliated Brands
Anggi Nurdiani

https://ideas.repec.org/a/eme/xjmpps/xjm-03-2022-0062.html


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