

**CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES AMONG
COMPUTER RETAIL BUSINESSES IN ILOILO CITY**

A SPECIAL PAPER

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ABSTRACT

This Special Paper is a study of the Customer Relationship Management practices among computer retail businesses in Iloilo City. This study focused on the effectiveness of Customer Relationship Management Practices in the growth of a business. The purpose of this study was to explore major issues related to CRM implementation.

The objective of the study was to describe the Customer Relationship Management Practices among computer retail businesses in Iloilo City. Specifically, it aimed to describe the profile of the respondent in terms of age, sex, educational attainment, and tenure in the industry; describe the human relations aspect in CRM practices; describe the marketing aspect in CRM practice; describe the manufacturing or operations aspect in CRM practice; describe the information systems aspect in CRM practice; and determine whether there was a significant relationship between CRM practice and the profile of the respondents. The customer relationship management model was used to develop a complete CRM perspective. It helped understand customer behaviors and delivered long-term relationships.

Descriptive-correlation method was used to describe the present situation and investigate the relationship between variables. Data were gathered using a non-attributed copyright questionnaire adapted from Priyanka Kumari published December 7, 2010.

The research population involved in the study was the managers of the computer businesses in Iloilo City. The total number of respondents was 29. Complete enumeration was used to collect the data.

Findings of the study showed that the respondents were mainly composed of male and were middle-aged adults. Majority were college graduates and have been with the computer industry for less than 10 years. Managers of the computer businesses strongly agree that their business establishment practice good CRM by providing excellent human relations, implementing good marketing strategies, operating well, and maintaining information systems. However, there was no significant relationship in the practice of CRM when the respondents were classified according to (a) age, (b) sex, (c) educational attainment, (d) tenure in the industry.