Analysis of the Impact of Customer Relationship Management on The Decision to Choose Convenience Stores Among Urban Residents in Can Tho City, Vietnam

Trinh Tran Thị Tuyet[1], Duy Vu Le[2], Vinh Dinh Quoc[3], Thao Nguyen Tan[4]

Abstract

This study explores the impact of Customer Relationship Management (CRM) on convenience store choices among urban residents in Can Tho City. A survey involving 350 consumers resulted in a final sample size of 313, obtained through a convenient sampling method to ensure a representative cross-section. Employing established statistical techniques, the research assessed the reliability of the measurement scale using Cronbach's alpha coefficient and conducted exploratory factor analysis to reveal latent variables influencing consumer behavior. Regression analysis was employed to model relationships between variables, revealing insights into the impact of service quality, employee behavior, interaction ability, information technology, and customer personalization. The findings emphasize the pivotal role of service quality, with the highest beta coefficient of 0.366, indicating its significant influence on convenience store choices. Employee behavior closely follows, with a positive impact, underscoring the importance of well-trained and customer-oriented staff. Interaction ability, information technology, and customer personalization also contribute positively to consumers' decisions, albeit with varying degrees of influence. The study's robust design and methodology offer valuable insights for businesses aiming to succeed in the competitive market of Can Tho City, emphasizing the critical need to prioritize service quality, employee behavior, interaction ability, information technology, and customer personalization within their CRM strategies. Overall, this research enriches the understanding of consumer behavior in this specific geographic and cultural context, providing actionable recommendations for businesses seeking to enhance their CRM practices.

Keywords: *Customer relationship, convenience stores, urban residents, Can Tho City, Vietnam.*

Introduction

With the continuous development of the market economy, various modern retail channels have been developed alongside traditional channels such as markets and grocery stores. There are numerous points of sale for food through modern retail channels, including supermarkets and convenience stores, which have been established nationwide to meet the needs of the population and provide consumers with access to a diverse, hygienic, safe, and clearly sourced food supply. Businesses have the opportunity to participate in a dynamic and potential-rich economy, accessing advanced scientific and technical methods and expanding their market share. However, along with these opportunities, businesses also face significant challenges, including intense competition from competitors, especially large multinational joint venture companies, and the need to respond to the increasing market demands of customers. Therefore, businesses must constantly research and strategically position themselves.

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[1] First Author and Corresponding Author. Faculty of Business Administration, FPT Polytechnic, FPT University, Can Tho Campus, Vietnam. Email: TrinhTTTpc05134@fpt.edu.vn

[2] Faculty of Business Administration, FPT Polytechnic, FPT University, Can Tho Campus, Vietnam. Email: DuyVL2@fe.edu.vn

[3] Faculty of Business Administration, FPT Polytechnic, FPT University, Can Tho Campus, Vietnam. Email: VinhDQpc05131@fpt.edu.vn

[4] Faculty of Business Administration, FPT Polytechnic, FPT University, Can Tho Campus, Vietnam. Email: ThaoNTpc05039@fpt.edu.vn

Currently, many commercial centers, supermarkets, and convenience stores of large units and businesses have a presence in Can Tho City. By 2022, the city has 19 commercial centers and supermarkets, an increase of 9 centers compared to 2012. The city also has over 75 convenience stores, with an expected continued increase in the future. Many convenience stores, such as Bach Hoa Xanh, Vinmart+, Circle K, Co.opfood, are developed and expanded into various districts and suburban areas of the city, not limited to the inner districts. These convenience stores adopt a civilized and polite selling approach with well-trained staff to serve customers attentively. Goods are displayed attractively in a cool and neat space, with clearly listed prices and origins, providing convenience for consumers to make choices.

Currently, many businesses have chosen to implement Customer Relationship Management (CRM) as a tool not only to build customer loyalty but also as an effective competitive strategy among current retail businesses. In Vietnam, CRM has been studied for a long time; however, the depth of research is still limited, lacking consensus and differentiation in the research field. The limitations in CRM research are also one of the difficulties that make the application of this management model in retail businesses less effective and, in some cases, lead to mistakes that result in a decreasing customer loyalty. The impact of CRM on customer loyalty is not only during the purchase phase but also needs to address post-purchase issues (Ahmad Mohmmad Azzam, 2012). Therefore, the research on "Analyzing the impact of Customer Relationship Management on the decision to choose convenience stores among urban residents in Can Tho City" is necessary for retail businesses and future CRM research. Through this research, a reevaluation of the CRM factors affecting the decision to choose convenience stores of urban residents in Can Tho City can be conducted, helping retail businesses effectively apply CRM models to enhance competitiveness and customer loyalty.

Literature Review and Research Model

Customer Relationship Management (CRM)

The concept of Customer Relationship Management can be understood as a two-way interaction process between businesses and customers, where both parties exchange resources to achieve their respective goals. The relationship between a business and its customers often involves continuous two-way communication and feedback processes. Through various marketing activities, businesses bring their products and services to the attention of potential customers. Customers, based on various factors, decide whether to engage in transactions with the business. Once the initial transaction is completed, relationships are established, which can be long-term or short-term, continuous or intermittent, and single or multiple occurrences. Customers who make repeated purchases contribute to greater economic efficiency, and they expect businesses to value these relationships.

In Vietnam, the term CRM became known through the introduction of software by technology companies, leading to a misconception that CRM is primarily a technology tool for customer information collection. This perspective tends to focus on transactions rather than the overall business strategy. The CRM strategies adopted by companies may vary depending on the company's model. Although there are numerous studies on CRM in Vietnam, they often stop at the level of researching the current situation of CRM in specific industries such as aviation, telecommunications, mobile information, banking, and insurance.

There Are Various Definitions of CRM, Such As

A way to identify, persuade, and retain customers – the most valuable asset of a business (Siebel, 2019).

A comprehensive business strategy designed to optimize profitability, increase revenue, and enhance customer satisfaction by organizing business activities around customer segments; nurturing and

satisfying customer behaviors; linking processes from customers to suppliers (Gartner, 2011).

A business strategy aiming to understand, predict, and effectively respond to the needs of both current and potential customers to develop strong relationships (CRM Forecast, 2020).

An information technology term referring to methods, software, and typically Internet capabilities to help businesses organize their customer relationships systematically (MariosAlexandrou, 1999)

A comprehensive business model that focuses on customers to increase revenue and profitability (Martin Walsh, 2001).

Customer Relationship Management is a method to establish, maintain, and enhance relationships with customers and other partners to benefit both parties in achieving their goals. This is achieved through mutual exchanges and fulfilling commitments (Gronroos, C., 1994).

Although there are many definitions of CRM, within the scope of this dissertation, CRM is considered a business strategy integrated with software and management systems to enhance efficiency and establish, maintain, and enhance relationships with customers. It helps businesses increase revenue and profit by building trust and confidence not only with loyal customers but also with potential customers.

Customer Relationship Management Models

IDIC CRM Model (IDIC Model)

The IDIC CRM model consists of four critical elements to pursue in establishing, maintaining long-term relationships with customers, and managing them. The four main factors include:

Identify: Recognize customers
Differentiate: Distinguish customers
Interact: Interact with customers
Customize: Personalize customers

Gartner Model

This model suggests that for success in customer relationship management, a company needs the ability to address the following issues: establish a CRM vision, develop a CRM strategy, create valuable customer experiences, organize effective internal coordination within the business, as well as collaboration with external forces; manage CRM processes related to managing the customer lifecycle and understanding, manage information, CRM technology, and measure CRM. The Gartner model illustrates a comprehensive view of customer relationship management from a strategic perspective to specific tasks. It can be said that customer relationship management can influence all activities of the business at various levels.

CRM Value Chain Model

There are five steps in the CRM value chain: Analyze customer investment portfolios, get close to customers, develop a network, develop value propositions, and manage relationships.

Liturature Review

Choi Sang Long (2013) conducted a study on the impact of CRM factors on customer satisfaction and loyalty. The author interviewed 300 customers directly using a convenient sampling method. The author utilized a random convenient sampling method (based on 300 respondents) and a quantitative approach.

The results indicated that four CRM factors influence customer satisfaction and loyalty: (1) Interaction management, (2) Relationship development, (3) Customer service, and (4) Employee behavior. This study focused on a single organization in a Middle Eastern country, so the research findings may not be applicable globally.

Zakaria Ahmad Mohmmad Azzam (2014) conducted a study on the impact of customer relationship management on customer satisfaction in the banking industry, specifically in Jordan. The author directly interviewed 528 customers using a convenient sampling method. The author employed a random convenient sampling method (based on 528 respondents) and a quantitative approach designed by the author. The results showed that six customer relationship management factors impact customer satisfaction: (1) Service quality, (2) Employee behavior, (3) Customer data, (4) Problem resolution, (5) External environment, and (6) Social media interaction. This study focused solely on customer relationship management in the banking sector, so these factors may not be generalized to convenience store customer relationship management.

Darrell K. Rigby and colleagues (2006) conducted a study on four pitfalls to avoid when implementing CRM. The author directly interviewed 451 senior executives. The author used descriptive statistical methods and a quantitative approach. The results revealed four pitfalls to avoid when implementing CRM: (1) Deploying CRM before creating a customer strategy, (2) Implementing CRM before changing the organization's structure, (3) Believing that more CRM technology is better, (4) Slow deployment without customer focus. The study did not provide an assessment of the extent of the influence of these factors.

Kamrul Islam Shaon and Rahman (2015) conducted a theoretical study on the impact of CRM on customer satisfaction and loyalty. The authors directly interviewed 462 customers using a random sampling method and a quantitative approach. The research results showed that five CRM factors influence customer satisfaction: (1) Reliability, (2) Responsiveness, (3) Customer attraction, (4) Customer retention, and (5) Information technology. The study also proposed some management implications.

Woojung Chang and colleagues (2009) conducted a study on how CRM technology translates into organizational performance. The authors directly interviewed 434 questionnaire respondents, of which 209 were valid responses. The authors used statistical methods such as Cronbach's Alpha reliability analysis, Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM). The results of the study revealed four capabilities influencing the translation of CRM technology into organizational performance: (1) CRM technology is positively related to marketing capability, (2) Marketing capability is positively related to performance, (3) Customer-centric organizational culture is positively related to CRM technology usage, and (4) Customer-centric management system is positively related to CRM technology usage.

Roh and colleagues (2005) conducted an assessment of human factors in customer relationship management. The authors interviewed 235 respondents through convenient sampling. They used methods such as Cronbach's Alpha reliability analysis, Pearson correlation coefficient testing, and Friedman test. The research results identified six factors for evaluation: (1) Human training, (2) Attitude, (3) Management skills, (4) Vision, understanding, and self-perception of humans, (5) Innovation and talent of humans, (6) Culture and communication ability between organizations in customer relationships. The study only addressed human aspects and did not expand the research to other dimensions.

Based on the analysis and evaluation of relevant literature for the research topic, it can be observed that although each document's CRM research field is different, the research results are interconnected through some factors. Specifically, both service quality and employee factors are influenced in various research papers. Additionally, the factor of interaction with customers is also proposed. However, each research field will yield different impact results. The author inherits the insights from these literature

reviews to further investigate and evaluate the impact of CRM on the decision to choose convenience stores among the residents of Can Tho city. Although the retail sector has great development potential, it is not exempt from fierce competition from competitive rivals. To survive, retail businesses need to change strategies and adapt to the current environment. Customer relationship management is one of the effective competitive tools for businesses. However, research on customer relationship management in the retail sector is currently limited and mostly focuses on analyzing the current state of customer relationship management. Most studies clarify the theory of customer relationship management, the process of construction but do not show specific latent variables that strongly impact customer satisfaction when businesses implement CRM. Therefore, this study aims to expand the impact variables of customer relationship management on the decision to choose convenience stores by residents. Through this research, the author also uses different quantitative methods to verify the accuracy of the variables. The study also identifies which latent variables strongly influence customer satisfaction when businesses implement CRM.

Hypothesis and Research Model

Service Quality: According to Gronroos (1984), service quality consists of two components: technical quality (what the customer receives) and functional quality (how the service is interpreted). According to Hanley et al. (2008), service quality is achieved through methods such as meeting customer expectations for good service and a variety of products, providing high-quality products at reasonable prices, and cleverly addressing customer complaints about products and services. The proposed hypothesis content H1 is:

H1: *Service quality is positively related to the decision to choose convenience stores among the residents of Can Tho City.*

Employees: According to Coulter et al. (2002) and Hanley et al. (2008), positive employee behavior is demonstrated through increased response speed to customers and ensuring that employees are very friendly and respectful to customers. Employee attitudes are demonstrated through timely presence when customers need it, the enthusiasm and friendliness of employees towards customers. The proposed hypothesis content H2 is:

H2: *Employee is positively related to the decision to choose convenience stores among the residents of Can Tho City.*

Exchange Capability – Interaction with Customers: According to Brown et al. (2002), an organization will be willing to stabilize its relationship with customers, and there are various ways to interact with them, including interaction along touchpoints and distribution channels. According to studies by Peppers et al. (1997), Lindgreen et al. (2006), interaction management is done through methods such as receiving customer feedback and increasing interaction with customers using social networks. The proposed hypothesis content H3 is:

H3: *Interaction ability – Interaction with customers is positively related to the decision to choose convenience stores among the residents of Can Tho City.*

Information Technology and Communication: It is considered a factor related to hardware and software when implementing CRM, including information technology infrastructure, system evaluation, system complexity, and system integration (Alshawi et al., 2011). Therefore, CRM technology systems are seen as a key component in implementing CRM solutions (Mendoza et al., 2007). Grimson et al. (2000) argue that a lack of information technology is a hindrance to CRM implementation. Other studies also point out the impact of information technology on the successful implementation of CRM (AbuShanab et al., 2015). The proposed hypothesis content H4 is:

H4: *Information technology and communication is positively related to the decision to choose convenience stores among the residents of Can Tho City.*

Customer Personalization: According to Neeraj Arora (2008), using detailed information that businesses have collected and analyzed about customers - to create Marketing mix activities that increase the relevance of advertising to the target audience. According to Harvard Business News, personalized marketing is a tool that can help marketers increase customer retention rates from 5% to 95% profitability. The proposed hypothesis content H5 is:

H5: *Customer personalization is positively related to the decision to choose convenience stores among the residents of Can Tho City.*

Figure 1: Conceptual Framework.
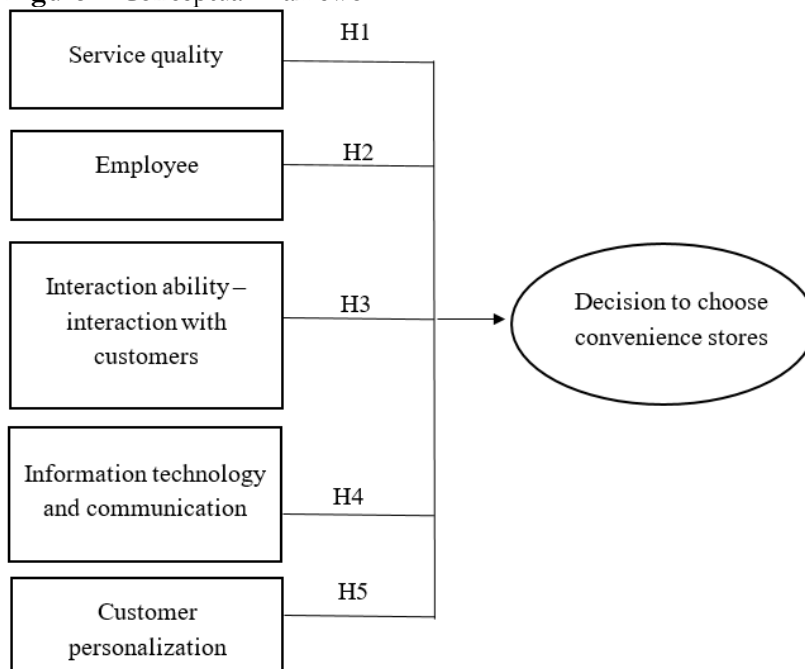
Research Methods

The research was conducted through a comprehensive survey targeting 350 consumers in Can Tho City, with the final sample size being 313 consumers. The sample was obtained using a convenient sampling method, ensuring a representative cross-section of the population. To ensure the reliability of the quantitative data collected, the research employed established statistical techniques. The quantitative research method involved several key steps. Firstly, the research team assessed the reliability of the measurement scale using Cronbach's alpha coefficient. This statistical test is widely recognized for evaluating the internal consistency of survey instruments, ensuring that the questions used in the survey reliably measure the intended constructs.

To gain a deeper understanding of the underlying factors influencing consumer behavior, the research team conducted an exploratory factor analysis. This technique allowed to identify patterns and relationships within the dataset, helping to uncover latent variables that may impact the decision-making

process regarding convenience store selection.

Furthermore, the study utilized regression analysis to model the relationships between the identified variables. Regression analysis is a powerful statistical tool for understanding the strength and nature of relationships between dependent and independent variables. In this context, it was employed to investigate the impact of service quality, employee behavior, interaction capability, information technology, and customer personalization on the choice of convenience stores by residents in Can Tho City. The research design and methodological approach were chosen to provide a robust and comprehensive analysis of the factors influencing consumer decisions in the context of convenience store selection. The combination of quantitative techniques allowed for a rigorous examination of the relationships between variables, contributing valuable insights to the understanding of consumer behavior in the specified geographic and cultural context.

Research Results

Reliability Testing of the Measurement Scale

Employee, Interaction Ability – Interaction with Customers, Information Technology and Communication, and Customer Personalization, yielded alpha coefficients ranging from 0.723 to 0.883. The total variable correlation coefficients ranged from 0.419 to 0.798. These findings suggest that all measurement scales exhibit the necessary reliability and meet the conditions for inclusion in the exploratory factor analysis.

The Cronbach's alpha coefficients, which assess the internal consistency of the measurement scales, indicate high levels of reliability for each factor group. The values falling within the range of 0.723 to 0.883 suggest that the items within each factor group are consistent in measuring the underlying constructs, ensuring the dependability of the collected data.

Additionally, the total variable correlation coefficients, ranging from 0.419 to 0.798, demonstrate the strength and direction of relationships between the variables within the measurement scales. These values indicate moderate to strong correlations, further supporting the reliability of the instruments used in the survey.

In conclusion, the results from the Cronbach's alpha tests and total variable correlation coefficients affirm the reliability and adequacy of the measurement scales. This provides a solid foundation for the subsequent exploratory factor analysis, ensuring that the data collected is trustworthy and suitable for a detailed examination of the factors influencing consumer behavior in the context of convenience store selection.

Exploratory Factor Analysis

In conducting the exploratory factor analysis (EFA), the chosen research model is observed to be a simple model with one-way directional arrows from independent variables to dependent variables. There are no arrows indicating reverse causation from dependent variables to independent variables. The model is characterized by a low number of dependent variables and a high number of independent variables, with multiple independent variables influencing the dependent variable. Therefore, this model structure allows for the EFA to analyze each group of variables separately.

Following the perspective of Hair et al. (2010), combining independent and dependent variables in a single exploratory factor analysis, followed by testing the dependent relationships, is considered inappropriate. In this context, it is deemed illogical to include both independent and dependent variables in the same analysis. The predetermined relationship between independent and dependent variables suggests that they should not be combined in the initial stages of the EFA.

During the reliability analysis using Cronbach's alpha, no variables were excluded. Therefore, in the subsequent exploratory factor analysis, all independent variables were included in the research model. In the course of the exploratory factor analysis, it is essential to verify the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO). The results of the analysis were performed twice.

In the first analysis, variables "Customer information is collected adequately and meets shopping needs," "Marketing personalized to each individual (including business-to-business and business-to-customer relationships) via email, Facebook, etc.," and "The convenience store I choose receives feedback from customers and handles it well" showed loadings in multiple columns, indicating associations with different factors. These variables were considered for removal based on the criteria of loadings differing by less than 0.3.

In the second analysis, all requirements were met, with KMO = 0.770 > 0.5 and sig. = 0.000 < 0.01, indicating statistically significant values. The results revealed five factors at an eigenvalue of 1.742, explaining 63.945% of the variance (> 50%). This implies that the measurement scale effectively captures the concept of customer relationship management, with factor loadings ranging from 0.648 to 0.817, and all factor weights exceeding 0.4. Therefore, the values of these measurement scales are deemed acceptable.

Linear Regression Model

The analysis results show that the adjusted R2 value is 0.530, indicating that the research model evaluation is acceptable and meaningful. The five independent variables included in the model influence 53% of the variation in the dependent variable, while the remaining 47% is attributed to variables outside the model and random errors.

The Durbin-Watson value is 2.088, used to test first-order autocorrelation. However, this index may not be meaningful in regression analysis as it depends on the order of variable arrangement in the SPSS data analysis. Nevertheless, the value is expected to range between 1.5 and 2.5 with randomly arranged observation variables. According to Yahua Qiao (2011), values within the range of 1.5–2.5 suggest no autocorrelation, serving as a standard criterion.

Concerning the Variance Inflation Factor (VIF), theoretically, VIF < 10 indicates no multicollinearity. However, in studies with Likert scale questions, VIF < 2 is considered free from multicollinearity. In this analysis, all independent variables have VIF > 2, concluding that the model does not violate multicollinearity. Additionally, the regression coefficients for all independent variables are below 0.05, indicating the significance of these variables in explaining the dependent variable, with none being excluded.

Table 1: Results of Linear Regression Model.

Factor	Standardized Coefficients	P value	VIF
Service quality	0.366	0.000	1.273
Employee	0.303	0.000	1.191
Interaction ability – Interaction with customers	0.145	0.009	1.064
Information technology and communication	0.111	0.049	1.105
Customer personalization	0.255	0.000	1.091
Adjusted R square	0.531		
P value	0.000		
Durbin – Watson	2.088		

For the variable "Service Quality": The standardized beta coefficient indicates a positive impact, with the highest beta value of 0.366. This highlights the significant influence of Service Quality on the choice of convenience stores in Can Tho City. Quality service plays a crucial role in the success of businesses, ensuring customer satisfaction and loyalty.

For the variable "Employee": The standardized beta coefficient shows a positive impact, with the

second-highest beta value of 0.303. Employee behavior and dedication contribute significantly to customers' decisions, influencing their choice of convenience stores. Well-trained and customer-oriented staff can enhance the overall shopping experience.

For the variable "Interaction Ability – Interaction with Customers": The standardized beta coefficient reveals a positive impact, with the fourth-highest beta value of 0.145. This suggests that the ability to interact and exchange with customers plays a relatively lower but still significant role in the decision-making process.

For the variable "Information Technology and Communication": The standardized beta coefficient indicates a positive impact, with the lowest beta value of 0.111. While Information Technology and Communication have a relatively lower influence in the model, they still contribute to customers' decisions.

For the variable "Customer Personalization": The standardized beta coefficient shows a positive impact, with the third-highest beta value of 0.255. Personalizing the shopping experience positively influences customer satisfaction, attracting potential customers, and fostering customer loyalty.

Figure 2: Standardized Residuals Histogram Chart.
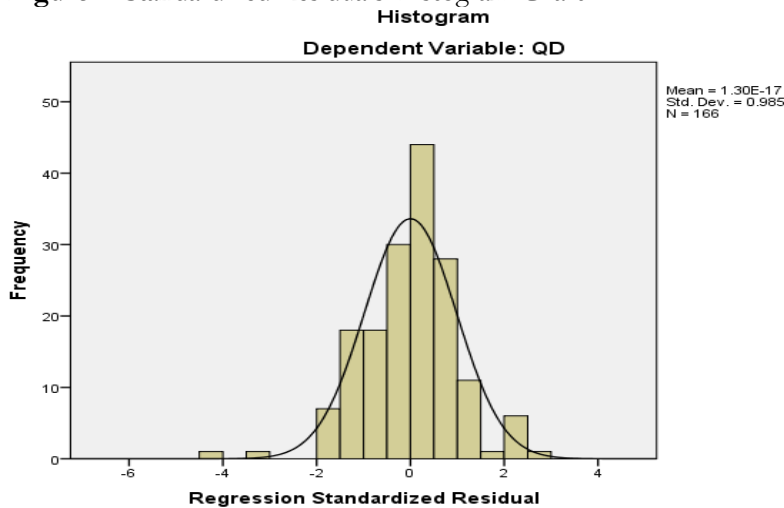
In summary, the study highlights the importance of service quality, employee behavior, interaction ability, information technology, and customer personalization in influencing customers' decisions to choose convenience stores in Can Tho City. The findings align with market realities, emphasizing the need for businesses to focus on these factors to succeed in the competitive market.

From the chart, a normal distribution curve is overlaid on the frequency distribution graph. This curve has a bell-shaped form, consistent with the pattern of a normal distribution. The mean value (Mean) is close to 0, and the standard deviation is 0.985, nearly equal to 1. Therefore, it can be concluded that the residual distribution approximates a standard normal distribution. Thus, it can be inferred that the assumption of normal distribution of residuals is not violated.

Discussion

For the variable Service Quality: From the standardized regression coefficients Beta of the variable Service Quality, it is evident that the Beta coefficient of the variable has a positive value, indicating a positive impact. Specifically, the highest Beta coefficient in the regression analysis is 0.366. This suggests that the

'Service Quality' variable has the most significant influence on the decision-making regarding the selection of convenience stores by the residents of Can Tho City. In today's context, service quality plays a crucial role in the success of businesses because quality management contributes to better products or services, meeting customer needs, and improving the efficiency of business operations. This forms the basis for market domination, expansion, and enhancement of the market position and reputation. Service quality also enables businesses to identify the right direction for product improvements, aligning with customer expectations in terms of utility and price. When a store provides good service quality, it establishes a strong relationship with its customers. Moreover, satisfied customers may introduce new customers through word of mouth. However, if a store fails to satisfy customers, it may lead to discomfort, dissatisfaction, and customer complaints, which can pose significant challenges to business operations.

For the variable Employee: From the standardized regression coefficients Beta of the 'Employee' variable, the Beta coefficient has a positive value, indicating a positive impact. Specifically, the second-highest Beta coefficient in the regression analysis is 0.303. This indicates that the 'Employee' variable has the second-highest influence in the model affecting the decision-making regarding the selection of convenience stores by the residents of Can Tho City.

Employees demonstrate their role effectively by explaining customer queries clearly, assisting customers enthusiastically in experiencing products, and leaving a positive impression on customers. However, an employee with a negative attitude can deter customers from returning. In other words, employees are also one of the levers driving customer growth.

Additionally, with sharp and creative thinking, the team of employees, especially young employees, helps the company quickly adapt to new trends, bringing fresh perspectives to the work and enhancing the ability to learn new knowledge. Recognizing and emphasizing this strength in training and development can provide significant internal strength for the business.

For the variable Interaction Ability – Exchange with Customers: From the standardized regression coefficients Beta of the 'Interaction Ability – Exchange with Customers' variable, the Beta coefficient has a positive value, indicating a positive impact. Specifically, the fourth-highest Beta coefficient in the regression analysis is 0.145. This indicates that the 'Interaction Ability – Exchange with Customers' variable has the fourth-highest influence in the model affecting the decision-making regarding the selection of convenience stores by the residents of Can Tho City.

Most convenience stores are particularly concerned with customer care services, addressing customer queries directly or over the phone. Additionally, stores with their own websites showcase images, products, and promotional information, allowing consumers to gather information about products and promotions from the comfort of their homes. Furthermore, loyal customers receive special benefits from the store. The analysis indicates that the research results align with market realities.

For the variable Information Technology and Communication: From the standardized regression coefficients Beta of the 'Information Technology and Communication' variable, the Beta coefficient has a positive value, indicating a positive impact. Specifically, the lowest Beta coefficient in the regression analysis is 0.111. This indicates that the 'Information Technology and Communication' variable has the lowest influence in the model affecting the decision-making regarding the selection of convenience stores by the residents of Can Tho City.

For the variable Personalization: From the standardized regression coefficients Beta of the 'Personalization' variable, the Beta coefficient has a positive value, indicating a positive impact. Specifically, the third-highest Beta coefficient in the regression analysis is 0.255. This indicates that the 'Personalization' variable has the third-highest influence in the model affecting the decision-making regarding the selection of convenience stores by the residents of Can Tho City.

The importance of personalization for businesses is evident in:

Increased revenue: Personalizing the customer experience is the key to increasing return on investment. According to statistics, businesses that implement personalized experience strategies have an average higher turnover compared to those that do not, up to 19%.

Attracting potential customers: Personalizing the customer experience also plays a crucial role in attracting potential customers. Messages from a business's services will reach customers quickly, enhancing the ability to attract customers interested in the business's products and services.

Increasing customer satisfaction: According to statistical reports, up to 64% of customers are satisfied with personalized shopping information from businesses. Moreover, over 69% of customers are willing to provide personal information to receive personalized product suggestions, discounts, or the most suitable services. Customer trust and satisfaction are key motivators for success and core values for businesses.

Retaining customers: Personalizing the customer experience is also a strategy that helps businesses gain absolute loyalty from customers. If products and services meet the needs, desires, and purposes of customers, it is certain that they will trust the business for future choices and, furthermore, recommend the products to others.

In summary, in today's era of competitive and developing economies, businesses need to adopt measures and strategies that align with market trends to compete effectively and sustainably. Moreover, in times of tense pandemics, effective customer relationship management strategies are essential for businesses to endure successfully.

Limitations

Firstly, the study focused only on three convenience stores: Bach Hoa Xanh, VinMart+, and Circle K, located in the city of Can Tho. As a result, the research outcomes may not fully represent the overall retail market data in Can Tho City.

Secondly, in this study, the author collected only 166 valid samples, with a small sample size. Being the first research project, it is inevitable to encounter errors and inaccuracies during the analysis.

Thirdly, the research primarily collected data at a specific point in time. Studying data over time is often challenging, and the positive or negative impacts of customer relationship management need more accurate evaluation over time.

Fourthly, the research project did not clearly delineate the relationships among the latent variables. It only conducted an analysis of the effectiveness of the model when applied to subsequent studies, lacking a thorough examination.

In conclusion, these limitations should be taken into consideration when interpreting the results of the study, and future research could address these limitations for a more comprehensive understanding of customer relationship management in the retail market.

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