

## Customer Relationship Management and Organisational Growth of Fast Food Industries in Uyo Metropolis, Akwa Ibom State

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### **Abstract**

*This study was conducted to examine the relationship between Customer Relationship Management and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State. The dimensions of Customer Relationship Management employed by fast food industries were used as pre-determined factors in measuring organizational growth. These dimensions of customer knowledge and customer satisfaction formed the independent variables for the study. The dependent variable was organizational growth. This study adopted a survey research design. The population of the study consisted of eighty five (85) staff of fast food industries in Uyo metropolis, Akwa Ibom State. The study employed simple sampling procedure in the selection of respondents for the study. Data for the study were collected using structured copies of questionnaire from the eighty five (85) respondents. The research hypotheses were tested using Pearson correlation coefficient at a 5% level of significance. From the data analysis, findings revealed that there is positive and significant relationship between customer knowledge and customer satisfaction on organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State. From the findings, it was concluded that customer relationship management (CRM) plays a crucial role in the organizational growth of fast food industries, as the independent variables in the research showed a positive relationship with organizational growth. Thus, it was recommended that fast food industries in Uyo metropolis should focus on improving their understanding of customer preferences, behaviours, and demographics. This can be achieved through using data analytics tools, market research, feedback collection mechanisms, and data analysis to better tailor their products and services to meet customer needs. Also, fast food industries should consider investing in Customer Relationship Management (CRM) systems to streamline and automate customer interactions. This can help businesses better understand and segment their customer base, personalize marketing strategies, and improve overall customer satisfaction and retention.*

**Keywords:** Customer Relationship Management, Organizational Growth, Customer Knowledge, Customer Satisfaction, Fast Food Industries

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## INTRODUCTION

As the fast food industries evolve and competition increases, building and maintaining strong relationships with customers have become increasingly important for success in this challenging economy. By building strong relationship with customers, organizations can drive success, strengthen customer loyalty, and create opportunities, for growth and expansion. The present fast food industry is highly commercialized and categorized by various pre-formulated procedures and food preparation methods commonly set up with the intention of curtailing production cost and delivery time (Etuk & Udonde, 2023a). One of the ways in which fast food industries can conveniently meet their customers' needs is by collecting the necessary management information so that they can meet the needs and expectations of customers thereby molding their production, logistics, and commercial efforts to match these needs and expectations (Goni, 2021). For this purpose, customer relationship management (CRM) is a critical component of a successful business strategy.

Successful entrepreneurs interact with suppliers, customers, financiers and many more. Consequently, a business environment cannot function without the ecosystems; businesses are interdependent on ecosystem factors for survival (Ben et al., 2023). Customer Relationship Management (CRM) is one of the modern business management tools used to establish effective channels and methods of customers-centric information management. Its primary goal is to improve organizational performance to enable firms to achieve better business results. Customer relationship management (CRM) is an indispensable business strategy that encompasses all the operations, methodologies, and technologies practice by organizations to establish, retain and expand customer orientated interactions (Majahid, 2023). As a bedrock of organizational success, CRM transcend beyond cordial customer relationships to fueling organizational growth.

To increase the organisational growth of these fast food industries which are fast spreading around the cities of Akwa Ibom State, Nigeria, the adoption of CRM has been introduced to help the industries market to establish, retain and expand customer orientated interactions. The purpose of a business is to create customers. This statement is predicted on the importance of keeping those same customers and growing the depth of their relationship with them. CRM is therefore, a powerful tool for business looking to sustain their customers, increase sales and drive growth, especially the fast food industries. By providing a centralized location for customer data, it systems can help organizations manage leads, forecast sales, automate marketing and sales tasks, and make better decisions. Customer relationship management improves customer service, increase productivity and organizations can gain a competitive edge and achieve greater success to make more revenue. In this study CRM is measured with the following dimensions or components; customer knowledge and customer satisfaction. Customer knowledge referred to understanding customer's behaviours, needs, preferences, expectations as well as collecting and analyzing data to gain insights into who your customers are and what they want. Customer satisfaction measures how happy customers are with services and product of a company.

Organizational growth is the process by which a company's wealth increases over time. All businesses that are profitable have growth achievement as their top objectives. Without meeting

objectives, businesses cannot thrive over the long term (Okurebia & Udo, 2023). The fast food industries are the producers of consumer goods which sustain the life of humans. Different fast-food restaurants are currently gaining a lot of attention, fast food is produce in vast quantities and sold commercially, with a focus on how quickly it can be served (Majahid, 2023). However, the capability of modern fast food industries to build a huge customer empire is largely dependent on their CRM techniques employed to establish a strong contact, trust and confidence between the industries and customers which eventually enhance organizational growth. Hence, this research was conducted to highlight the positive features resulting from CRM application that is expected to improve the organizational growth of the fast food industries in Uyo metropolis, Akwa Ibom state.

### **Statement of the Problem**

Nigeria's business climate is characterized by intense competition. Organizations are faced with new and varied pressures to succeed in today's highly competitive industry (Imagha et al., 2023). What determines a customer's choice of selecting or patronizing a fast food industry differs from city to city and from region to region as a result of cultural, environmental, socioeconomic and technological specifics. Some key decision makers in most fast food industries have acknowledged that customer relationship management is a prerequisites for customer's choice.

Despite the complex nature of human beings, which is their personality, character and the ability to achieve goals, people differs in all aspects. Customer are the life blood of every organizations. A systematic approach to customer relationship management is needed to ensure that the fast food industries attract and retain their customers at the right time to deliver high quality, value for money services at all times. Neglect of customer relationship management has led to reduced traffic to the stores in recent times. By implication, the sales and profitability of the industries reduces which might undermine the growth of the organization if not collapsed outrightly.

Most Fast food industries thought that customer relationship management (CRM) was only sale force or technological driven software thus they fail to implement it thereby limiting their growth and profitability. In this study, the researcher recognized this as “a knowledge gap”; not in the basic knowledge of customer relationship management (CRM), but in the methods by which industries can evaluate and implement customer relationship management (CRM). Increasing growth is a principal task of any organization and for an organization to achieve this, the right CRM techniques that influence organisational growth need to be understudied.

It was based on these premises that the researcher carried out this study in order to articulate on what constitutes excellent CRM in order to make for increased organisational growth in fast food industries and to determine the relationship between CRM and organisational growth in fast food industries in Uyo metropolis, Akwa Ibom State.

### **Objectives of the Study**

The main aim of this study was to examine the relationship between Customer Relationship Management and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State. The specific objectives were;

- i. To examine the relationship between customer knowledge and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State.
- ii. To investigate the relationship between customer satisfaction and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State.

### **Research Questions**

The following research questions were formulated from the objectives of the study as stated below:

- i. What is the relationship between customer knowledge and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State?
- ii. What is the relationship between customer satisfaction and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State?

### **Research Hypotheses**

For the successful completion of this study, the following research hypotheses were formulated by the researcher;

**H<sub>01</sub>:** There is no significant relationship between customer knowledge and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom state.

**H<sub>02</sub>:** There is no significant relationship between customer satisfaction and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom state.

## **LITERATURE REVIEW**

### **The Concept of Customer Relationship Management**

Marketing to customers has taken a new dimension. Even with an excellent product, attractive price, successfully implemented promotion and distribution, it is very important to know how to approach the product or service to the customer because of the new market trends (Etuk & Udonde, 2024). Customer Relationship Management (CRM) is a new market trend concept which holds that, for a company to maximize profit, it must increase its customer's level. It is a business strategy and set of practices, technologies, and tools used to manage and analyze interactions with customers and potential customers throughout their lifecycle (Haghshenas & Ahmadi, 2015). The goal of customer relationship management (CRM) is to improve customer relationships, enhance customer satisfaction, and increase customer retention and loyalty, ultimately leading to repeat business, higher revenue and profitability. At its core, customer relationship management (CRM) is about understanding customers and their needs, preferences, and behaviors. This involves collecting and analyzing customer data from multiple touch points, such as sales, marketing, customer service, and social media. By gaining insights into customer behavior, organizations can personalize their interactions with customers, anticipate their needs, and deliver targeted marketing messages and offers. Customer relationship management (CRM) also involves implementing processes and technologies to manage customer interactions more efficiently and effectively. This includes using customer relationship management software to track and analyze customer data,

automate sales and marketing processes, and manage customer service interactions (Haghshenas & Ahmadi, 2015). Other CRM tools and technologies may include email marketing platforms, social media monitoring tools, and customer service Chabot (Leroi-Werelds, 2019).

CRM implementation at the departmental level is less successful but implementation at the enterprise level is more successful. Competition and globalization has made CRM one of the mandatory components of business. Consumers now abandon the conventional mode of marketing and use new technologies (Udonde & Etuk, 2024). Firms can survive and sustain by creating and keeping valuable customers. It is possible if the firm delivers value at every customer interaction and it can be done easily if the firms know and understand their customers well (Leroi-Werelds, 2019). CRM helps firms to understand their customer and take précised decision. Hence it is a necessity for the existence of a business. CRM also helps in managing customer life cycle that is acquisition; satisfaction, retention and development of customers. Customer life cycle can be managed by identifying and adopting the most suitable CRM practices.

However, despite being widely recognized as important, many companies fail to implement a customer relationship management (CRM) strategy and suffer from what is referred to as “CRM Myopia” (Odongo, 2024). The benefits and costs associated with CRM should be considered in the short and long-term. In the short-term, the costs of implementing a CRM strategy may be higher than the short-term benefits of CRM since the benefits of CRM come from long-term relationships with customers, while the cost of CRM implementation must be incurred immediately. As a result, organizations that mistakenly compare short-term costs with short-term benefits may find that CRM is not profitable and ignore the fact that the long-term benefits of CRM outweigh its long-term costs. This tendency to avoid CRM by some companies can be called “CRM Myopia”.

### **Dimensions of Customer Relationship Management (CRM)**

Customer relationship management emphasizes the significance of deploying information technology in the creation, maintenance and enhancement of customer relationship(Akpan, 2023).CRM is a critical business strategy that involves managing interactions and relationships with customers to enhance their satisfaction, loyalty, and profitability. In the fast food industry, CRM help organizations to manage their customer interactions and improve business relationships to achieve sustainable growth and profitability. Hence, the following dimensions of CRM were found relevant to the fast food industries in Uyo metropolis of Akwa Ibom State.

**Customer Knowledge (CK):** Customer Knowledge refers to the systematic collection, analysis, and dissemination of customer information to create value for both the organization and the customer. This process helps the organization to obtain a deeper understanding of its customers, their needs, and preferences. The first necessary step to a complete Customer Relationship Management (CRM) system is the construction of a customer information file like data warehousing (Goni, 2021). This means collecting appropriate customer information, analyzing customer data, acquiring new customers, improving skills of employee, improving Customer Relationship Management (CRM) technique, and secure service.

Customer Relationship Management (CRM) is based on the assumption that better customer knowledge makes for higher profits. This is achieved through the acquisition, creation, analysis and application of customer data such as Personal data, transaction data and soft facts, e.g., interests and hobbies. The data allow companies to customize customer contacts and product offers, and thus achieve a higher service quality. Moreover, by using the data it would be possible to discover new customer needs and requirement. Creating additional value for customers also improves customer retention and loyalty. Improving your customer knowledge can help you gain insight into the needs of your clients, resulting in more profitable decisions. Customer knowledge is learning what your customers want so you can satisfy those desires with your products or services. By using customer knowledge, fast food can tailor their services and products to meet the specific needs of their customers, thereby increasing customer satisfaction and loyalty.

**Customer Satisfaction (CS):** The extent at which a customer is pleased with services or products offered by a business or organization is known as “Customer satisfaction.” It refers to the level of contentment that customers have with the products or services offered by a Fast food industries (Eckert *et al.*, 2022). It is a crucial factor in developing and sustaining strong customer relationships, as it directly affects customer loyalty (Pasaribu *et al*; 2022). If the customers are satisfied with a fast food product, there is a greater possibility that the customers will continue to engage in business with the fast food industries and will also recommend it to others. Customer satisfaction is the main mission of the present organizations. Consequently, customer satisfaction phase represents the level of satisfaction achieved by perceived value. Customer satisfaction is a crucial aspect of any business, and fast food industries are no exception. Customer satisfaction is essential because it has a significant impact on customer retention, loyalty, and profitability (Elgarhy, & Mohamed, 2022).

In the fast food industry, customer satisfaction can be defined as the overall experience that customers have when interacting with a Fast food industries, including the quality of service, on-time delivery, communication, and responsiveness (Akil & Ungan, 2022). Organizations that provide superior service quality do experience higher economic returns and also have a more satisfied customer base (Etuk, Uford & Udonde, 2023). The fast food industry is highly competitive, and customers have high expectations for reliable and efficient service. Therefore, meeting or exceeding customer expectations is critical for achieving customer satisfaction. Fast food industries need to understand their customers' needs and preferences to deliver services that meet or exceed their expectations. This requires effective communication, collaboration, and information sharing between the fast food industries and its customers. Measuring customer satisfaction is also crucial for fast food industries. It helps them to identify areas of improvement, develop strategies to enhance customer experience and loyalty, and stay ahead of the competition. There are various methods of measuring customer satisfaction in fast food industries, such as surveys, feedback forms, social media monitoring, and online reviews (Chatterjee *et al.*, 2022). Fast food industries need to focus on delivering high-quality service and timely delivery to meet customer expectations and improve satisfaction levels. This can be achieved by investing in technology and infrastructure, training employees, and developing efficient processes to ensure

timely and accurate delivery. Communication activities is also essential, and fast food industries need to keep customers informed about their products. In the marketing community, this includes activities such as advertising, personal selling, sales promotion, public relations/publicity and direct marketing, which are referred to as marketing communications (Etuk & Udonde, 2023b).

### Organizational Growth

The need to attain and sustain steady growth has remained a much-discussed topic in measuring effectiveness. In a harsh business atmosphere, firms are keen on meeting sales target and surpassing previous records in the industry. Organizational growth, therefore, is the ability of firms to compete effectively and exceed envisaged target using some key industry parameters. It is a major index in ascertaining the degree of organizational effectiveness in any industry (ElKordy, 2014). Organizational growth can be viewed as the degree of diversification a firm achieves in the different sector over a given time. Organizational growth is an indication of how well the management of an organization had performed in recent time.

### Customer Relationship Management (CRM) and Organizational Growth.

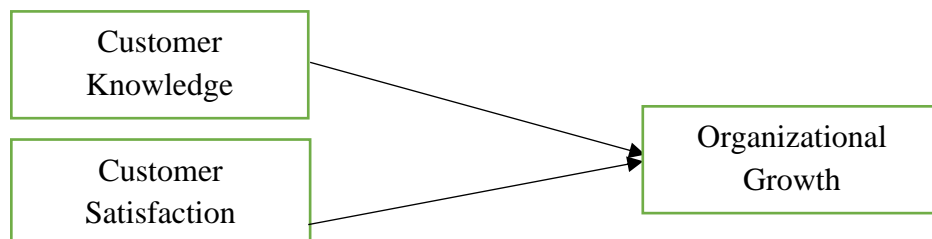
The need for organizations to achieve its goal and objectives brought about the adoption of CRM in its management process. It was hoped that effective customer relationship would enhance customer's loyalty, and continuous patronage thereby contributing effectively in achieving organizational growth. CRM is a critical business strategy that involves managing interactions and relationships with customers to enhance their satisfaction, loyalty, and profitability. In the fast food industries, CRM can help organizations to manage their customer interactions and improve business relationships to achieve sustainable growth and profitability. This means that improved relationship with customers shapes a company's strategy choice through the use of systematic logical and rational approach. It reveals and clarifies future opportunities and threats and provides a framework for decision making. It permits managers to look at organization as a whole and the interrelationships of parts. It is conceptualized that the firms that have effectively embraced customer relationship management, record better growth compared to those that have not.

### Conceptual Model

The underpinning conceptual model was drawn from the research: Customer Relationship Management (CRM) and Organizational Growth model.

#### INDEPENDENT VARIABLES

#### DEPENDENT VARIABLE



**Figure 2.1:** Customer Relationship Management (CRM) and Organizational Growth Model

**Source:** Researchers' Compilation (2024)

Based on the research objectives, the conceptual model was constructed. This model was developed showing factors of customer relationship management to include customer knowledge and customer satisfaction as key underpinning towards organizational growth.

### **Theoretical Review**

The theories underpinning this study was hinged on the Relationship marketing theory and contrast theory. Relationship marketing theory was identify as the anchor theory of this research.

#### **Relationship Marketing Theory (Berry 1983 and Jackson 1985)**

Relationship marketing theory is a customer-centric approach propounded by Berry in 1983 and Jackson in 1985 which focuses on building and maintaining long-term relationships with customers by providing them with personalized experiences, addressing their needs, and enhancing customer satisfaction. Relationship marketing theory emphasizes the importance of customer satisfaction in building long-term customer relationships and generating repeat business, which is essential for the sustainability and profitability of any organization. In the context of the fast food industries, the application of relationship marketing theory through the implementation of Customer Relationship Management (CRM) strategies can play a significant role in enhancing customer satisfaction and ultimately improving business profitability. By using CRM tools, organizations can collect and analyze customer data to gain insights into their preferences, behaviors, and needs. This information can then be used to tailor marketing strategies, develop personalized communication with customers, and provide better customer service, all of which contribute to higher levels of customer satisfaction.

Relationship marketing theory posits that customer satisfaction is a key factor in building customer loyalty and generating repeat business. In the context of the fast food industries, where there is intense competition and customers have a wide range of options to choose from, building customer loyalty is critical for the success of any organization. By providing customers with exceptional service, addressing their needs, and delivering on their expectations, organizations can enhance customer satisfaction and build long-term relationships that generate repeat business and lead to higher profitability. Additionally, relationship marketing theory highlights the importance of trust, commitment, and communication in building long-term relationships with customers. Relationship marketing theory support the study as it emphasize the importance of customer satisfaction in building long-term customer relationship and generating repeat business needed for the sustainability, profitability and the growth in fast food industries. Also by applying the theory, firms can collect and analysis customer's to gain insight into their needs, preference and behaviour. By actively listening to stakeholders' needs and concerns, firms can build strong relationships and enhance their reputation. This, in turn, can lead to increased customer loyalty, employee satisfaction, and a positive brand image (Udo, 2023).

#### **Contrast Theory (Muzafer Sherif 1906)**

It is another well-known theory of customer satisfaction propounded by Muzafer Sherif 1906. According to this theory, when actual product performance falls short of the consumer's expectations about the product, the contrast between the expectation and outcome will cause the

consumer to exaggerate the disparity. It implies that the negative impact of actual product performance on customer satisfaction is greater than the positive impact of higher performance over lower performance. Contrast Theory states that, when the expectation of a product is high and the actual product performance is perceived to be low, the consumer will exaggerate the difference between the expectation and the outcome. Contrast theory proposes that we do not judge qualities on the basis of absolute standards, but rather on the basis of how they compare with other qualities. The theory underscores that the consumers' ability to process information is narrow, and that consumers rarely perform inclusive enquiry of available buying options. In regards to this theory, consumers are more likely to use basic decision-making methods. The consumer will be able to make an informed decision based on all of the available options, as a result of this theory and understanding the guidelines that consumers use when evaluating the quality of products and making purchasing decisions is imperative for manufacturers of consumer products and marketers (Etuk & Udonde, 2022). This theory supports the study as it puts the customer's expectations into consideration. Fast food industries needs to produce quality products to meet up with the customers high expectations.

### **Empirical Review**

Jakpa (2024) examined the effect of food quality on customer loyalty at eateries in Uyo Metropolis Akwa Ibom State. The study was necessitated by the quest to unravel the effect of food quality on customer loyalty at eateries in Uyo metropolis. The main objective of the study was to investigate the effect of food quality on customer loyalty at eateries in Uyo metropolis. The researcher adopted survey design as the main research design. The study was conducted in Uyo, Akwa Ibom State. Structured questionnaire was use as the main instrument of data collection. 296 customers were respondents for the study. The data from the field was analyzed using simple linear regression. The result revealed a significant relationship between food quality dimensions and customer loyalty. The researcher concluded that the variables of food quality do enhance customer loyalty to a very large extent and recommended that Mechanism should be put in place by management to provide instant fresh meal for customers rather than storing them for days and that food should be presented in an enticing and hygienic manner.

Joseph (2024) investigated the relationship between customer relationship management and organizational survival of Telecommunication Firms in Port Harcourt, where it measures organizational survival using profitability, customer base, and sales volume. The cross sectional explanatory survey research design was adopted for the study. The population of the study consisted of two hundred and eight (208) Information Managers from selected fully registered telecommunication firms in Port Harcourt. Using census sampling technique, the sample size became 208. 208 questionnaires were distributed and 187 copies were retrieved. Spearman's Rank Order Correlation Coefficient via the Statistical Package for Social Sciences (SPSS) version 20.0 was used to carry out the test of hypotheses. The Spearman's (rho) correlation was used to analyze the relationship between independent and dependent variables at  $P < 0.05$  (two tailed test). The study revealed that there is a very significant positive relationship between Customer Relationship Management and organizational survival of Telecommunication Firms in Port Harcourt in terms of profitability, customer base, and sales volume. The study therefore concludes that the adoption

of Customer Relationship Management to effectively establish the organization/customer relationship management enhances the survival of the organization, manifesting in terms of profitability, customer base and sales volume. Among others, the study recommended that in order to keep a competitive advantage, businesses, especially telecommunications companies, should maintain good relationship with their customers.

Uwa (2022) examined the impact of organizational fairness on organizational citizenship behaviour in fast food industries in Uyo Metropolis Akwa Ibom State, Nigeria. The study adopted a correlational approach by considering organizational fairness as the independent variable and organizational citizenship behaviour as the dependent variable. The sample consisted of 40 employees selected randomly from fast food industries in Uyo. Data were collected through two standard questionnaires after having been validated and confirmed by experts. A 4 scale with 16 items developed by Khurana (2013) was used to measure organizational fairness with the following components. Distributive fairness, procedural fairness and interactive fairness, whereas, Podsakoff's (2003) 24 items scale was used to measure organizational citizenship behaviour based on Organ's (1988) five dimensions of organizational citizenship behaviour which were: Altruism, sportsmanship, civic virtue, conscientiousness and courtesy. For data analysis, correlation and regression analyses were employed in the study and the result showed that, there is a significant positive effect of organizational fairness on organizational citizenship behaviour. Secondly, the result also showed that among the construct of organizational fairness, procedural fairness has the highest and significant correlation with organizational citizenship behaviour. Recommendation made include that, for fast food industries in Uyo, Akwa Ibom State, Nigeria to be effective in achieving its targeted goals and objectives, it is required of them to reevaluate its performance specifically on the three basic dimensions of fairness and their associated variables.

## **RESEARCH METHODOLOGY**

### **Research Design**

The research design adopted for this study was survey design, which allow the researchers to provide solution to the problem for the study. It comprised using well-structured questionnaire administered to the respondents in order to gather some vital, accurate and up-to-date information needed for the research work. This design was considered appropriate for the study as it tends to obtain data from staff of fast food industries in Uyo metropolis.

### **The Study Area**

This research was conducted in Uyo metropolis, Akwa Ibom State in Nigeria. Uyo is one of the 31 local government areas in Akwa Ibom State, South eastern Nigeria. Uyo town is the capital of Akwa Ibom State.

### **Population of the Study**

The population of the study comprised (85) eighty five staff of fast food industries in Uyo metropolis, Akwa Ibom State. Five (5) fast food industries in Uyo Metropolis were selected which include; Kilimanjaro Fast Food, Pepperoni Foods, Tantalizer, De Choice Fast Food and Cherries

Food Services. These fast food industries were selected based on their popularity and years of business operation. 17 staff were selected from each of the five (5) fast food industries ( $5 \times 17 = 85$ ).

### **Sample Size/ Sampling Procedures**

The study employed simple sampling procedure in the selection of respondents for the study. Eighty five (85) respondents from fast food industries in Uyo metropolis, Akwa Ibom State. Since the population was relatively small, census sampling technique was adopted for the study where the entire population of the study was used as the sample size.

### **Sources of Data**

The data for this study were primary data. The primary data were first hand data obtained by the use of questionnaire that was administered to the respondents.

### **Method of Data Collection**

The instrument for data collection was a structured questionnaire.

### **Validity of the Research Instrument**

The questionnaire were measured and filtered by the researcher, the supervisor and some expert as regards to the content measured, in the department of business administration for validation. To ascertain the validity of the instrument, content validity was adopted. Essentially, no interesting aspect of the study was omitted in designing the survey questions, as oral questions was also cross-checked through the questions in the questionnaire as a confirmation of responses received. The essence of the validation was to ascertain the appropriateness of the instrument for the study.

### **Reliability of Research Instrument**

According to Udo, Udonde & Udo (2024), reliability ensures the closeness of the responses or data collected from the respondents in the field. The reliability of the instrument was ascertained using the internal consistency method and test re-test method. The questionnaire was given to the respondents, and after two week interval, another questionnaire was issued out to the same respondents to check consistency and reliability. The co-efficient was calculated using SPSS (Ver. 25) due to its difficulty in obtaining it manually. Cronbach's Alpha (or coefficient alpha) helps to know if the test designed is accurately measuring the variable of interest. Thus, the reliability of the items was also tested using Cronbach Alpha analysis.

### **Method of Data Analysis**

After the return of the questionnaires by the respondents, the data would be coded and analyzed using the Statistical Package for Social Science (SPSS) with interpretation made. The analysis was concerned with the tests for the bivariate null hypothesis of the study: this was analyzed using Pearson correlation coefficient at a 95% confidence interval and 0.05 level of significance.

### **Decision Rule**

The generally expected criterion for decisions is that  $H_0$  (null hypothesis) will be accepted if the P-value is greater than 5% significant level and to be rejected where the P-value is less than the

5% significant level, i.e., where P is greater than 5% we accept null hypothesis and where P is less than 5%, we reject null hypothesis and Alternative hypothesis will emerge.

## DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

### Test of Hypotheses

#### Hypothesis One

**H<sub>01</sub>:** There is no significant relationship between customer knowledge and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State.

**Table 4.1: Pearson Correlation Result for Test of Hypothesis One**

		Customer Knowledge	Organizational Growth
Customer Knowledge	Pearson Correlation	1	.926**
	Sig. (2-tailed)		.000
	N	85	85
Organizational Growth	Pearson Correlation	.926	1
	Sig. (2-tailed)	.000	
	N	85	85
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Researcher's Compilation, (2024)

Table 4.1 shows the correlation result between customer knowledge and the growth of fast food industries in Uyo metropolis, Akwa Ibom State. The correlation coefficient of  $r = 0.926$  shows a positive relationship between customer knowledge and the growth of fast food industries in Uyo metropolis, Akwa Ibom State. However, a  $p(0.000) < 0.01$  shows a significant relationship between customer knowledge and the growth. Thus, the null hypothesis which states that there is no significant relationship between customer knowledge and the growth of fast food industries in Uyo metropolis, Akwa Ibom State, was rejected in favour of the alternate hypothesis.

#### Hypothesis Two

**H<sub>02</sub>:** There is no significant relationship between customer satisfaction and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State.

**Table 4.2: Pearson Correlation Result for Test of Hypothesis Two**

**Table 4.8 Pearson Correlation Result for Test of Hypothesis Three**

	Customer Satisfaction	Organizational Growth

<b>Customer Satisfaction</b>	Pearson Correlation Sig. (2-tailed) N	1 85	.898** .000 85
<b>Organizational Growth</b>	Pearson Correlation Sig. (2-tailed) N	.898 .000 85	1 85
**. Correlation is significant at the 0.01 level (2-tailed).			

**Source: Researcher's Compilation, (2024)**

Table 4.2 shows the correlation result between customer satisfaction and the growth of fast food industries in Uyo metropolis, Akwa Ibom State. The correlation coefficient of  $r = 0.898$  shows a positive relationship between customer satisfaction and the growth of fast food industries in Uyo metropolis, Akwa Ibom State. However, a  $p(0.000) < 0.01$  shows a significant relationship between customer satisfaction and the growth. Thus, the null hypothesis which states that there is no significant relationship between customer satisfaction and the growth of fast food industries in Uyo metropolis, Akwa Ibom State, was rejected in favour of the alternate hypothesis.

## DISCUSSION OF FINDINGS

This study investigated the relationship between customer relationship management and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State. Based on statistical data analyses and hypothesis testing, the descriptive analysis of data collected revealed that customer knowledge has a positive significant predictor (at  $r = 0.941$ ) on organizational growth in fast food industries in Uyo metropolis, Akwa Ibom State. This is in consonance with the findings of Akil & Urgan (2022) who found that when customers have knowledge on the products of an organization, they can be precise on the data they give as regarding their choices. The organization can then leverage on this data to customize customer contacts and product offers, and thus achieve a higher service quality. Moreover, by using the data it would be possible to discover new customer needs and requirement. Creating additional value for customers also improves customer retention and loyalty, as improving your customer knowledge can help you gain insight into the needs of your clients, resulting in more profitable decisions.

Additionally, the analysis carried out in this study also shows a high level of positive relationship (at  $r = 0.950$ ) between customer satisfaction and the growth of fast food industries in Uyo metropolis, Akwa Ibom State. Having a customer base that is satisfied with the services of fast food businesses contributes immensely to the growth of the organization. This findings coincide with the study of Johnson *et al*; (2019), who demonstrated that superior customer service positively impacts customer satisfaction and loyalty, which in turn drives organizational growth in the service industry.

## SUMMARY, CONCLUSION AND RECOMMENDATIONS

### Summary of the Study

This study examined the relationship between Customer Relationship Management (CRM) and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State. For the purpose of this study, two variables - customer knowledge and customer satisfaction were adopted as proxies of Customer Relationship Management. Based on these two variables, two research objectives, research questions and research hypotheses were formulated for the study.

Data were collected from 85 respondents (via administration of structured questionnaire) selected from top managers, supervisors and employees of five fast food firms in Uyo metropolis, using simple random sampling techniques. The data was Pearson's correlation analysis with the aid of Statistical Package for Social Sciences (SPSS, Version 25).

The findings from the study showed that:

- i. There is positive and significant relationship between customer knowledge and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State.
- ii. There is positive and significant relationship between customer satisfaction and organizational growth of fast food industries in Uyo metropolis, Akwa Ibom State.

### Conclusion

In conclusion, the findings of this study provide valuable insights into the relationship between Customer Relationship Management (CRM) and organizational growth in the fast food industry in Uyo metropolis. Based on the study on the findings of the study, it is evident that customer relationship management (CRM) plays a crucial role in the organizational growth of fast food industries, as the independent variables in the research have all been shown to have a positive relationship with organizational growth.

### Recommendations

The following recommendations are made based on the findings of the study;

- i. **Enhance customer knowledge through data analytics:** Fast food industries in Uyo metropolis should focus on improving their understanding of customer preferences, behaviours, and demographics. This can be achieved through using data analytics tools, market research, feedback collection mechanisms, and data analysis to better tailor their products and services to meet customer needs.
- ii. **Invest in Customer Relationship Management (CRM) systems:** Fast food industries should consider investing in Customer Relationship Management (CRM) systems to streamline and automate customer interactions. This can help businesses better understand and segment their customer base, personalize marketing strategies, and improve overall customer satisfaction and retention.

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