

The Effects of Internal Marketing, Job Involvement and Customer Relationship Management on Customer-Oriented Behavior-in

林鈺如、賴文魁、劉家駒

E-mail: 9403200@mail.dyu.edu.tw

ABSTRACT

Many enterprises believe that a real customer-oriented strategy is far more effective than the malicious competition of product or price. Treating customer as the most important asset is just to put "customer-orientedness" in the enterprise's declaration of visions and missions. Finding an operation model that can realize "customer-orientedness" will become a new business rule that various enterprises have to comply with. But how can we make the service marketing concept that has long existed in the capital market development, to be imported to the enterprises of Mainland China, and how can we find out the staff training factors that are most suitable for the development of local enterprises of Mainland China? In view of these problems, this research analyzes the customer-oriented behavior of the Mainland Chinese employees working at the Taiwanese enterprises, and investigates the effects of internal marketing, job involvement and customer relationship management on the customer-oriented behaviors of Mainland Chinese employees. Taking internal marketing, work involvement and customer relationship management as the independent variables, and customer-oriented behavior as the dependent variables, this research explores the effects of each other. This research has three aspects of exploration: 1. Effects of internal marketing on customer-oriented behavior. 2. Effects of work involvement on customer-oriented behavior. 3. Effects of customer relationship management on customer-oriented behavior. Finally, the research investigates the effects of internal marketing, job involvement and customer relationship management on the customer-oriented behaviors. Focusing on the Mainland Chinese employees employed by the Taiwanese enterprises with investments in Mainland China, this research takes the front-line service providers or salespersons as the targets of questionnaire. There were 500 questionnaires sent out, and 350 questionnaires returned. After scanning out the questionnaires with invalid answers, this research received 317 valid questionnaires in total, with a valid return rate of 63%. The results of the survey show that: 1. Internal marketing has significant influence to the customer-oriented behavior. 2. Work involvement has significant influence to the customer-oriented behavior. 3. Customer relationship management has significant influence to the customer-oriented behavior. 4. Internal marketing, job involvement and customer relationship management has significant influence to the customer-oriented behavior. Therefore, it is known that customer-oriented behavior has to be implemented in Mainland China despite the certain extent of difficulties to be confronted with. The main problem is on the Mainland Chinese employees' excessive worship of money and price. Individuals attach very slim importance to the concept of the promotion of work involvement, internal marketing, etc. But if we offer guidance and training to them, a majority of the employees still have normal servicing spirit. Therefore, this research finds out some factors to improve the service enthusiasm, attitude inclination and techniques of Mainland Chinese employees, and makes some concrete suggestions which can be referential for the Taiwanese enterprises to invest on staff training and strengthen the internal marketing.

Keywords : internal marketing, job involvement, customer relationship management, customer-oriented behavior

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