تصدرها :

The Impact of Customers' Relationship Management (CRM) On E-marketing Customization An Applied Study on Food Retail Stores (Al-Shrouk City)

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Abstract:

This paper examines the role of Customer Relationship Management (CRM) and e-marketing customization in enhancing the competitiveness of food retail stores. It discusses the concept and dimensions of CRM, including operational, analytical, and collaborative aspects. The paper then explores how CRM can provide a deeper understanding of customer needs and behaviors, enabling personalized marketing, improved customer service, and data-driven decision making. However, the implementation of CRM in food retail stores faces challenges related to system integration, data management, staff engagement, and privacy concerns. The paper also highlights the importance of e-marketing customization in meeting individual customer needs, improving satisfaction and loyalty, and developing a competitive advantage. The key mechanisms for implementing e-marketing customization, such as data collection, customer segmentation, personalized content creation, and multichannel integration, are also

discussed. The findings suggest that by addressing the challenges and adopting the necessary requirements, food retail stores can effectively leverage CRM and e-marketing customization to enhance their competitive position and drive business growth.

Key Words: Customer Relationship Management (CRM)

- E-marketing Customization - Food Retail Sector - Competitive Advantage - Customer Satisfaction

<u>**الملخص باللغة العربية:**</u>

تناولت الدراسة تأثير خصائص العملاء على تخصيص التسويق الإلكتروني، مـع التركيز على دور إدارة علاقات العملاء

والتخصيص في تعزيز التنافسية بقطاع التجزئة الغذائي. استخدمت الباحثة منهجًا مختلطًا يعتمد على بيانات أولية وثانوية، وشملت العينة ٥٨٨ عميلًا من المتاجر في مدينة الشروق.

خلصت الدراسة الي أن إدارة علاقات العملاء تدعم التخصيص من خلال جمع وتحليل بيانات العملاء، مما يمكن من تقديم محتوى تسويقي مخصص يحسن الرضا والولاء.

كما أظهرت النتائج أن الخصائص الديموجرافية مثل النوع والعمر والمستوى التعليمي تؤثر بشكل كبير على فعالية التخصيص، حيث يستجيب العملاء الأصغر سنًا وأصحاب التعليم العالي بشكل أكبر لهذه الاستراتيجيات.

طرح البحث مجموعة من المقترحات لتحسين التخصيص، منها استخدام التحليلات المتقدمة، تكامل القنوات، والاستثمار في التقنيات الحديثة لضمان تقديم خدمات تسويقية مخصصة تلبي احتياجات العملاء المتنوعة، مما يعزز من تنافسية المتاجر ونموها المستدام ..

1.Customer Relationship Management (CRM) and its Importance in the Food Retail Sector

1.1 Concept and Dimensions of Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is a strategic approach that integrates processes, technology, and all business activities around the customer to build long-term relationships and maximize customer loyalty and profitability. CRM systems are designed to compile information on customers across different channels or points of contact between the customer and the company, which could include the company's website, telephone, live chat, direct mail, marketing materials, and social media[1].

The main dimensions of CRM are operational, analytical, and collaborative. Operational CRM focuses on automating and improving customer-facing and customer-supporting business processes. Analytical CRM involves the capture, storage, extraction, processing, interpretation, and reporting of customer

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1 - Bhat, Suhail Ahmad; Darzi, Mushtaq Ahmad (2016-05-16). "Customer relationship management: An approach to competitive advantage in the banking sector by exploring the mediational role of loyalty". International Journal of Bank Marketing. 34 (3): 388–410. doi:10.1108/IJBM-11-2014-0160. ISSN 0265-2323.

data to the organization to enhance and personalize customer interactions. Collaborative CRM facilitates interactions with customers through all channels to improve services and satisfaction. [1]

Operational CRM mainly involves sales force automation, marketing automation, and service automation. Sales force automation streamlines all phases of the sales process, minimizing the effort spent on each sale, and improving sales productivity. Marketing automation focuses on easing the overall marketing process to make it more effective and efficient. Service automation involves the use of software to support direct customer service representatives and simplify customer service operations. [2]

Analytical CRM helps to leverage customer data to enhance customer and company value. This dimension of CRM uses techniques such as data mining, pattern

1 - Hussein, Moamen Ahmed, (2019), "The Impact of Customer Satisfaction in Achieving Competitive Advantage" - a field research on a sample of Iraqi private banks, Anbar University Journal of Economic and Administrative Sciences, M. 11, abstract.

2 - Mohamed, Mamdouh Abdel-Fattah Ahmed, (2020), "The Impact of Digital Marketing on the Customer's Perceived Value" - an applied study on Egyptian Airlines customers, Journal of Contemporary Business Studies, Kafr El-Sheikh University, pp. 40, p. 1, p. 53-112.

recognition, and predictive modeling to analyze customer data and gain valuable insights. This helps in understanding customer behaviors, preferences, and future actions, enabling companies to make data-driven decisions

Collaborative CRM is about managing customer interactions and ensuring that these interactions are unified across all departments of a company. It enables organizations to share customer information and insights across various teams to ensure that customers receive a consistent experience across different channels. It also facilitates real-time communication and collaboration among employees and customers.

1.2 The Role of CRM in Enhancing the Competitive Advantage of Retail Stores

CRM systems play a crucial role in enhancing the competitive advantage of retail stores by providing a deeper understanding of customer needs and behaviors. By effectively managing customer relationships, retail stores can increase customer satisfaction, loyalty, and retention, which are critical to staying competitive in the market.

One significant advantage of CRM in retail is personalized marketing. CRM systems collect and analyze customer data to create detailed customer

profiles, which can be used to tailor marketing efforts to individual preferences. This personalized approach not only enhances customer satisfaction but also increases the effectiveness of marketing campaigns, leading to higher conversion rates and sales .[1]

CRM also aids in improving customer service. By having access to comprehensive customer data, service representatives can provide more informed and effective support, resolving issues quickly and accurately. This level of service fosters a positive customer experience, leading to increased customer loyalty and repeat business

Furthermore, CRM systems can identify and track key performance indicators (KPIs) related to customer interactions, sales, and service processes. This data allows retail managers to monitor performance, identify areas for improvement, and make informed decisions to enhance overall business operations. The insights gained from CRM analytics can help in optimizing

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1 - Hassan, Sahira (2020), The Impact of Marketing Strategy on Competitive Advantage Through Market Knowledge - An Exploratory Study in Private Colleges in Baghdad, 1 (19), 296-326.

inventory management, developing new products, and improving sales strategies.[1]

The integration of CRM with other systems such as Enterprise Resource Planning (ERP) can streamline business processes and ensure that all departments work with the same up-to-date customer information. This integrated approach reduces redundancies, minimizes errors, and ensures that the entire organization is aligned towards the common goal of customer satisfaction and business success.[2]

1.3 Challenges and Basic Requirements for Implementing CRM in Food Retail Stores

Implementing CRM in food retail stores comes with several challenges. One of the primary challenges is the integration of CRM systems with existing technologies and processes. Food retail stores often use a variety of

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1 - Bhat, Suhail Ahmad; Darzi, Mushtaq Ahmad (2016-05-16). "Customer relationship management: An approach to competitive advantage in the banking sector by exploring the mediational role of loyalty". International Journal of Bank Marketing. 34 (3): 388–410. doi:10.1108/IJBM-11-2014-0160. ISSN 0265-2323.

2 - Kannan, P.K.; Li, Hongshuang "Alice" (March 2017). "Digital marketing: A framework, review and research agenda". International Journal of Research in Marketing. 34 (1): 22–45. doi:10.1016/j.ijresmar.2016.11.006. ISSN 0167-8116. S2CID 168288051.

systems for inventory management, sales, and customer service. Ensuring that the CRM system integrates seamlessly with these existing systems is crucial for its success

Another challenge is data quality

 and management. CRM systems rely heavily on accurate and comprehensive customer data. However, collecting, maintaining, and updating this data can be difficult. Ensuring data accuracy and completeness is essential for the effectiveness of CRM strategies. This includes dealing with issues such as data duplication, incomplete records, and data entry errors.[1]

Staff training and engagement are also critical challenges. Employees must be adequately trained to use CRM systems effectively. This includes understanding how to input data correctly, interpret CRM analytics, and utilize CRM tools to enhance customer interactions. Additionally, gaining buy-in from staff is essential for the successful adoption of CRM practices. Employees need to understand the benefits of CRM and be motivated to use it consistently

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1 - Khalaf, Madiha (2019) Market knowledge and its role in achieving competitive advantage (applied research in the Iraqi General Cement Company), Journal of Economic and Administrative Sciences, 25 (114), 242-263

Privacy and security concerns are particularly pertinent in the food retail sector. Customers entrust businesses with their personal and payment information, making it imperative for retail stores to ensure that this data is protected. Implementing robust security measures and complying with data protection regulations are vital to prevent data breaches and maintain customer trust.[1]

For successful CRM implementation, food retail stores need to meet several basic requirements. Firstly, there must be a clear CRM strategy aligned with the overall business goals. This strategy should outline the objectives of the CRM initiative, the customer segments to be targeted, and the metrics for success. Secondly, top management support is crucial. Leadership must be committed to the CRM project and provide the necessary resources and support to drive its implementation.[2]

Additionally, selecting the right CRM technology is essential. The chosen CRM system should be scalable,

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1 - Zidane, Karima, (2019), "The contribution of digital marketing to developing the relationship with the customer" - a field study of several mobile phone customers in Algeria, University of Akli Mohamed Abu Al-Hajj, Bouira, abstract.

2 - Ibrahim, Farid and Kater, Fares (2017) Market knowledge and competitive strategies in Algerian business enterprises: an applied study on the Phosphate Mines Corporation, Economic Vision Journal, 7 (2), 259-270.

user-friendly, and capable of integrating with other business systems. It should also offer robust data analytics capabilities to help stores gain insights from customer data. Finally, continuous evaluation and improvement of CRM practices are necessary. Retail stores should regularly assess the performance of their CRM strategies, gather feedback from users, and make necessary adjustments to optimize their CRM efforts

In conclusion, while CRM offers significant benefits to food retail stores, its implementation requires careful planning and execution. By addressing the challenges and meeting the basic requirements, retail stores can leverage CRM to enhance their competitive advantage, improve customer satisfaction, and drive business growth.

Customer Needs

2.1 Concept and Importance of E-marketing Customization

E-marketing customization is the process of tailoring digital marketing efforts to meet the specific needs and preferences of individual customers. This concept has become increasingly important in the digital age, where consumers expect personalized experiences from businesses. Customization in e-marketing involves using data analytics and digital tools to understand customer

behaviors, preferences, and purchase history, allowing businesses to create targeted marketing campaigns that resonate with each customer segment.[1]

The importance of e-marketing customization lies in its ability to enhance customer satisfaction and loyalty. Personalized marketing messages are more likely to capture the attention of consumers, leading to higher engagement rates and conversion rates. Moreover, customization helps businesses build stronger relationships with their customers by showing that they understand and value their individual needs. This approach not only improves the customer experience but also increases the likelihood of repeat purchases and long-term loyalty.

Customization in e-marketing also allows businesses to optimize their marketing spend by targeting the right customers with the right messages at the right time. This targeted approach reduces wasteful spending on broad, generic campaigns that may not resonate with all audience segments. Instead, businesses can allocate

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1 - Mohamed, Mamdouh Abdel-Fattah Ahmed, (2020), "The Impact of Digital Marketing on the Customer's Perceived Value" - an applied study on Egyptian Airlines customers, Journal of Contemporary Business Studies, Kafr El-Sheikh University, pp. 40, p. 1, p. 53-112.

their resources more efficiently, achieving better returns on investment.[1]

Furthermore, e-marketing customization supports the development of competitive advantage. In a crowded marketplace, businesses that can deliver personalized experiences stand out from their competitors. This differentiation is particularly important in the food retail industry, where consumer preferences can vary widely. By leveraging e-marketing customization, food retailers can cater to the diverse needs of their customers, driving brand loyalty and market share growth.

In conclusion, e-marketing customization is a powerful tool that enables businesses to meet customer needs more effectively, enhance satisfaction and loyalty, optimize marketing spend, and develop a competitive edge in the marketplace.

2.2   Mechanisms   for   Implementing   E-marketing Customization in Food Retail Stores

Implementing e-marketing customization in food retail stores involves several key mechanisms:

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1 "Hussein, Moamen Ahmed, (2019), "The Impact of Customer Satisfaction in Achieving Competitive Advantage" - a field research on a sample of Iraqi private banks, Anbar University Journal of Economic and Administrative Sciences, M. 11, abstract."

1. Data Collection and Analysis: The foundation of e-marketing customization is data. Food retailers need to collect comprehensive data on customer behaviors, preferences, and purchase history. This can be achieved through various means, such as loyalty programs, online surveys, and tracking online interactions. Once collected, this data must be analyzed to identify patterns and insights that can inform personalized marketing strategies.[1]

2. Customer Segmentation: Based on the data analysis, customers can be segmented into distinct groups with similar characteristics and preferences. Segmentation allows food retailers to tailor their marketing messages to each group, ensuring that the content is relevant and engaging. Common segmentation criteria include demographics, purchase behavior, and psychographic factors.[2]

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1 - "Ibrahim, Farid and Kater, Fares (2017) Market knowledge and competitive strategies in Algerian business enterprises: an applied study on the Phosphate Mines Corporation, Economic Vision Journal, 7 (2), 259-270."

2 -"Kim, Angella J.; Johnson, Kim K.P. (2016). "Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook". Computers in Human Behavior. 58: 98-108.doi:10.1016/j.chb.2015.12.047"

3. Personalized Content Creation: With customer segments identified, food retailers can create personalized marketing content for each group. This includes customized product recommendations, personalized email campaigns, and targeted advertisements. The goal is to deliver content that resonates with each customer segment, increasing the likelihood of engagement and conversion.[1]

4. Automation and AI Technologies: Implementing e-marketing customization at scale requires the use of automation and artificial intelligence (AI) technologies. Automation tools can help streamline the process of delivering personalized content, while AI can enhance the accuracy of customer segmentation and personalization. For example, AI-powered recommendation engines can suggest

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1 -"Arrivé, Sandra (19 August 2021). "Digital brand content: underlying nature and rationales of a hybrid marketing practice". ("Digital brand content: underlying nature and rationales of a hybrid ...") Journal of Strategic Marketing. 30 (4): 340–354 doi:10.1080/0965254X.2021.1907612. ISSN 0965-254X. S2CID 238690271. Archived from the original on 21 November 2021. Retrieved 21 November 2021"

products based on a customer's past purchases and browsing behavior.[1]

5.   Multichannel Integration: To maximize the effectiveness of e-marketing customization, food retailers should integrate their efforts across multiple channels. This includes online platforms such as websites, social media, and email, as well as offline channels like in-store promotions and direct mail. A seamless, multichannel approach ensures that customers receive consistent and personalized experiences regardless of how they interact with the brand.[2]

6. Continuous Monitoring and Optimization: E-marketing customization is an ongoing process that requires continuous monitoring and optimization. Food retailers should regularly assess the performance of their personalized marketing campaigns, using metrics such as click-through rates, conversion rates, and customer feedback. Based on these

1 - "Dwivedi, Yogesh K.; Kapoor, Kawaljeet Kaur; Chen, Hsin (31 October 2015). "Social media marketing and advertising". The Marketing Review. 15 (3): 289–309. doi:10.1362/146934715X14441363377999 ."

2 - "Kates, Matthew, (2013), Marking digital and traditional marketing work together, Econsultancy, archived from the original on 25 November 2013."

insights, they can refine their strategies to improve effectiveness and drive better results.[1]

By implementing these mechanisms, food retail stores can effectively customize their e-marketing efforts, delivering personalized experiences that meet the unique needs of their customers and drive business success.

2.3 The Impact of E-marketing Customization on Customer Satisfaction and Loyalty

The impact of e-marketing customization on customer satisfaction and loyalty is profound. When customers receive personalized marketing messages that align with their interests and preferences, they are more likely to feel valued and appreciated by the brand. This positive perception fosters a stronger emotional connection between the customer and the brand, leading to higher levels of satisfaction and loyalty.

Customized e-marketing efforts help to create a more engaging and relevant customer experience. For example, personalized product recommendations can

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1 -"Liu, Xia; Burns, Alvin C. (2 January 2018). "Designing a Marketing Analytics Course for the Digital Age". Marketing Education Review. 28 (1): 28–40.doi:10.1080/10528008.2017.1421049. ISSN 1052-8008. S2CID 169752871."

introduce customers to items they are likely to enjoy, enhancing their shopping experience. Tailored email campaigns can provide customers with timely and relevant information about promotions, new arrivals, and exclusive offers, making them feel special and prioritized by the brand.[1]

Moreover, e-marketing customization can address specific customer pain points and preferences. By understanding and responding to individual needs, food retailers can improve customer satisfaction. For instance, if a segment of customers prefers organic products, personalized marketing messages can highlight the availability of such items, meeting their specific requirements and enhancing their overall experience with the brand.

The positive effects of e-marketing customization extend to customer loyalty as well. Satisfied customers are more likely to return to the brand for future purchases, leading to repeat business and increased lifetime value. Personalized marketing efforts can also encourage

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1- "McGruer, Dawn (21 January 2020). "Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business." ("(eBook PDF) - Dynamic Digital Marketing: Master the World of Online and ...") John Wiley & Sons. ISBN 978-1-119-63588-8. Archived from the original on 8 April 2022. Retrieved 4 November 202"

customers to engage with loyalty programs, participate in surveys, and provide feedback, further strengthening their relationship with the brand.[1]

In addition to enhancing customer satisfaction and loyalty, e-marketing customization contributes to word-of-mouth marketing. Satisfied customers who feel personally connected to a brand are more likely to recommend it to friends and family. This organic promotion can significantly expand a brand's reach and attract new customers who trust the recommendations of their peers.

Furthermore, e-marketing customization supports brand differentiation in a competitive market. By delivering personalized experiences, food retailers can distinguish themselves from competitors who offer generic, one-size-fits-all marketing. This differentiation is crucial for building a loyal customer base and achieving long-term success.

Overall, the impact of e-marketing customization on customer satisfaction and loyalty is significant. By leveraging data-driven insights and personalized marketing strategies, food retailers can create

1 - "Su, Bill (8 June 2018). "The evolution of consumer behavior in the digital age". Medium. Archived from the original on 30 July 2020. Retrieved 19 May 2020."

meaningful connections with their customers, enhance their shopping experiences, and foster long-lasting loyalty.

In summary, e-marketing customization plays a vital role in meeting customer needs, enhancing satisfaction, and building loyalty. Through data collection and analysis, customer segmentation, personalized content creation, and the use of automation and AI technologies, food retail stores can implement effective e-marketing customization strategies. The positive impact of these efforts on customer satisfaction and loyalty underscores the importance of personalization in today's competitive retail environment. By continuously monitoring and optimizing their e-marketing strategies, food retailers can ensure they remain responsive to evolving customer preferences and maintain a competitive edge in the market.

3. The Effect of Customer Characteristics on the Level of E-marketing Customization

3.1 The Relationship between Customer Characteristics (Gender, Age, Education Level, Residence) and E-marketing Customization

Understanding how customer characteristics influence e-marketing customization is vital for developing targeted marketing strategies. Several studies highlight those

demographic variables such as gender, age, education level, and residence significantly impact the customization of e-marketing efforts in food retail stores.

Distribution of customers' sample according to demographic variables

Distribution of customers' sample according to demographic variables.

Residence		Education			Age			Gender (sex)		Item
Rural	Urban	Lower	Medium	Higher	Over 45	35- 45	Under 35	Female	Male	
168	420	098	280	210	088	300	200	178	410	No.
29%	71%	17%	47%	36%	15%	51%	34%	30%	70%	%

<u>Table is made by the researcher.</u>

Gender: Gender differences play a crucial role in shaping e-marketing strategies. Retail stores often tailor their marketing efforts differently for male and female customers. For instance, stores may customize meal products for men and other products specifically designed for women, considering privacy and personal preferences. This gender-specific customization leads to a higher degree of customer satisfaction and loyalty. The arithmetic mean score in studies indicates that gender

has a substantial impact on marketing customization efforts (73%) .[1]

Age: Age is another critical factor influencing e-marketing customization. Retail stores tend to focus more on younger customers (under 35 years old) who are generally more comfortable with digital technologies. These younger segments often receive more tailored marketing messages, product recommendations, and services. In contrast, older customers (over 35 years old) may experience less customization but still significant adjustments, especially regarding after-sales services and home delivery, to cater to their specific needs. The importance of age in customization efforts is reflected in an arithmetic mean score of 73% .[2]

Education Level: The education level of customers also significantly affects e-marketing customization. Customers with higher education levels usually prefer

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1 - "Correia, Antonia; Kozak, Metin; Fyall, Alan; Gnoth, Juergen (2 January 2016). "Digital marketing technologies and new markets: from embryonic markets to digital marketing". Anatolia. 27 (1): 1. doi:10.1080/13032917.2015.1083203. ISSN 1303-2917. S2CID 167633484"

2 - "Heikki, Karjaluoto (2015). "The usage of digital marketing channels in SMEs". Journal of Small Business and Enterprise Development. 22 (4): 633–651. doi:10.1108/JSBED-05-2013-0073. Archived from the original on 27 September 2022. Retrieved 6 January 2020."

more sophisticated and personalized online marketing experiences. Retail stores thus prioritize providing high-quality products, tailored communications, and efficient after-sales services to this demographic. The arithmetic mean score for the impact of education on customization is similarly high (73%) .[1]

Residence: The place of residence, whether urban or rural, impacts e-marketing customization strategies. Urban customers typically benefit from more customized e-marketing efforts due to their greater access to digital technologies and higher usage rates. Rural customers, while fewer, also receive tailored services but with different focuses, such as accessibility and convenience. The influence of residence on customization is noted with an arithmetic mean score of 73% .[2]

3.2 Differences in Customer Needs and Preferences Based on their Characteristics

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1 - "Pratik Dholakiya (14 April 2015). "3 Digital Marketing Channels That Work for Every Advertiser". Entrepreneur. Archived from the original on 3 October 2015. Retrieved 17 October 2015."

2 - "Edelman, B.; Brandi, W. (2015). "Risk, Information, and Incentives in Online Affiliate Marketing". Journal of Marketing Research. 52 (1): 1-12 CiteSeerX 10.1.1.589.9857. doi:10.1509/jmr.13.0472. S2CID 15601535"

Customer needs and preferences vary widely based on demographic characteristics, which in turn dictate the level and type of e-marketing customization required.

Gender-based Preferences: Men and women have different shopping behaviors and product preferences, necessitating distinct marketing strategies. Women may prefer products that offer convenience and household utility, while men might focus more on personal and technological products. Understanding these preferences helps retailers to tailor their e-marketing efforts more effectively.

Age-based Needs: Younger customers tend to value innovation, speed, and social media integration in their shopping experiences. They are more responsive to dynamic and interactive e-marketing approaches, including personalized recommendations and digital engagement. Older customers, however, may prioritize reliability, ease of use, and supportive after-sales services. Retailers must adjust their e-marketing strategies to cater to these varying needs, ensuring that all age groups feel valued and catered to.[1]

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1 - "Dodson, I (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. Hoboken, New Jersey: ISBN 9781119265702"

Education-based Preferences: Customers with higher education levels often seek detailed information, quality assurance, and premium services. They appreciate transparency, detailed product descriptions, and the availability of additional resources or assistance. Retailers targeting this demographic need to provide comprehensive information and high-quality services to meet these expectations.

Residence-based Needs: Urban customers typically demand fast service, diverse product offerings, and seamless online experiences. They are more likely to engage with digital marketing efforts and appreciate advanced technological features in e-commerce platforms. Rural customers, on the other hand, may prioritize access and convenience, valuing home delivery services and easy-to-navigate online platforms. Customizing marketing efforts to meet these varied preferences is essential for maximizing customer satisfaction across different regions.[1]

3.3   Requirements for Enhancing E-marketing Customization to Meet the Diverse Needs of Customers

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1 - "Nielsen (10 March 2016). "Digital Advertising is Rising in Canada, Requiring More Sophisticated Measures of Success". Nielsen. Nielsen. Retrieved 25 March 2016."

To effectively meet the diverse needs of customers, retailers must adopt comprehensive strategies that address the unique characteristics and preferences of different customer segments.

Data Collection and Analysis: Accurate data collection on customer demographics, behaviors, and preferences is crucial. Retailers should invest in advanced analytics tools to gather and analyze data, providing insights that drive customization efforts. Understanding specific customer segments allows for more targeted and effective marketing strategies.

Personalized Content and Communication: Retailers need to create personalized content that resonates with different customer segments. This includes tailored product recommendations, customized email campaigns, and personalized offers. Effective communication strategies that address the specific needs and preferences of various customer groups can significantly enhance customer engagement and satisfaction.[1]

Technology Integration: Leveraging advanced technologies such as artificial intelligence, machine

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1 - "Ayad, Laila, (2016), The Impact of Health Services Quality on Consumer Satisfaction, An Empirical Study on Some Hospital Health Institutions, Adrar Province - Unpublished Ph.D., Abu Bakr Belkaid University, Tlemcen, Algeria, abstract."

learning, and big data analytics can greatly improve e-marketing customization. These technologies enable retailers to predict customer preferences, automate personalized marketing campaigns, and provide real-time recommendations, enhancing the overall customer experience.

Customer Feedback and Adaptation: Continuous feedback from customers is essential for refining e-marketing strategies. Retailers should implement mechanisms for collecting customer feedback, analyzing it, and making necessary adjustments to their marketing efforts. This iterative process ensures that e-marketing strategies remain relevant and effective in meeting customer needs.[1]

Training and Development: Staff training is crucial for the successful implementation of customized e-marketing strategies. Retailers should invest in training programs that equip employees with the necessary skills and knowledge to manage and execute personalized marketing campaigns effectively. This includes understanding customer data, utilizing advanced

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1 - "Khalaf, Madiha (2019) Market knowledge and its role in achieving competitive advantage (applied research in the Iraqi General Cement Company), Journal of Economic and Administrative Sciences, 25 (114), pp. 242-263"

marketing tools, and delivering exceptional customer service.

Collaboration and Partnerships: Collaborating with technology providers, marketing experts, and other stakeholders can enhance e-marketing customization efforts. Partnerships can provide access to advanced tools, expert insights, and additional resources, enabling retailers to implement more sophisticated and effective marketing strategies.[1]

Monitoring and Evaluation: Regular monitoring and evaluation of e-marketing strategies are essential to measure their effectiveness and make necessary adjustments. Retailers should establish key performance indicators (KPIs) to track the success of their customization efforts and continuously improve their strategies based on performance data.

Ethical Considerations: Ensuring ethical practices in data collection and usage is vital. Retailers must prioritize customer privacy and comply with relevant data protection regulations. Building trust through transparent

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1 - "Nielsen. Nielsen. (2016), "Digital Advertising is Rising in Canada, Requiring More Sophisticated Measures of Success". ("Digital Advertising Is Rising in Canada, Requiring More ... - Nielsen") Retrieved 25 March 2016"

and ethical marketing practices can enhance customer loyalty and long-term success.[1]

By addressing these requirements, retailers can enhance their e-marketing customization efforts, better meet the diverse needs of their customers, and achieve higher levels of customer satisfaction and loyalty. The implementation of these strategies will enable retailers to effectively navigate the complexities of customer-centric e-marketing and gain a competitive edge in the market.

4. The Role of E-marketing Customization in Enhancing the Competitiveness of Food Retail Stores

4.1 The Impact of E-marketing Customization on Increasing the Market Share of Stores

E-marketing customization plays a pivotal role in increasing the market share of food retail stores by tailoring marketing efforts to meet the specific needs and preferences of different customer segments. This customization enables stores to provide more relevant

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1 -"McGruer, Dawn (21 January 2020). "Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business." ("(eBook PDF) - Dynamic Digital Marketing: Master the World of Online and ...") John Wiley & Sons. ISBN 978-1-119-63588-8. Archived from the original on 8 April 2022. Retrieved 4 November 202"

and appealing offers, enhancing customer engagement and retention.

Customization in e-marketing involves adjusting the content, format, and timing of marketing messages based on customer data such as purchase history, browsing behavior, and demographic information. For instance, a food retail store might use data analytics to identify which products are most popular among different age groups or genders, and then create targeted promotions for these segments. This not only improves the effectiveness of marketing campaigns but also fosters a deeper connection between the store and its customers, leading to increased loyalty and repeat purchases.[1]

Moreover, e-marketing customization allows for real-time adjustments to marketing strategies based on customer feedback and market trends. This agility ensures that food retail stores can quickly respond to changing consumer preferences and competitive pressures, maintaining their relevance in the market. As a result, stores that effectively implement e-marketing

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1 - "Dwivedi, Yogesh K.; Kapoor, Kawaljeet Kaur; Chen, Hsin (31 October 2015). "Social media marketing and advertising". The Marketing Review. 15 (3): 289–309. doi:10.1362/146934715X14441363377999 ."

customization are better positioned to capture a larger share of the market.

In addition, the ability to track and measure the performance of customized e-marketing campaigns provides valuable insights that can be used to optimize future marketing efforts. By analyzing metrics such as click-through rates, conversion rates, and customer satisfaction scores, stores can refine their strategies to achieve even greater market penetration.

4.2 The Role of E-marketing Customization in Improving the Marketing Performance of Stores

E-marketing customization significantly improves the marketing performance of food retail stores by enhancing the precision and relevance of marketing messages. When marketing efforts are tailored to individual customer preferences, the likelihood of positive responses increases, leading to higher engagement rates and better overall marketing outcomes.

One of the key benefits of e-marketing customization is its ability to provide personalized experiences to customers. Personalized emails, product recommendations, and targeted advertisements are more likely to capture the attention of customers and encourage them to take action. For example, sending a

personalized email with a discount on a customer's frequently purchased items can increase the chances of them making a purchase.[1]

Furthermore, e-marketing customization helps in building stronger relationships with customers. By consistently delivering relevant content and offers, stores can enhance customer satisfaction and loyalty. Satisfied customers are more likely to become repeat buyers and advocates for the brand, contributing to sustained marketing performance improvements.

The use of advanced technologies such as artificial intelligence (AI) and machine learning (ML) in e-marketing customization further enhances marketing performance. These technologies enable stores to analyze vast amounts of customer data and identify patterns that can be used to predict future behaviors and preferences. This predictive capability allows stores to proactively address customer needs and stay ahead of competitors.

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1 - "Arrivé, Sandra (19 August 2021). "Digital brand content: underlying nature and rationales of a hybrid marketing practice". ("Digital brand content: underlying nature and rationales of a hybrid ...") Journal of Strategic Marketing. 30 (4): 340–354 doi:10.1080/0965254X.2021.1907612. ISSN 0965-254X. S2CID 238690271. Archived from the original on 21 November 2021. Retrieved 21 November 2021"

Additionally, e-marketing customization supports efficient allocation of marketing resources. By focusing efforts on high-potential customer segments, stores can maximize the return on investment (ROI) of their marketing budgets. This strategic approach ensures that marketing dollars are spent effectively, driving better results with fewer resources.

4.3 Requirements for Enhancing the Competitiveness of Food Retail Stores in Light of Technological Developments

To enhance their competitiveness in the rapidly evolving retail landscape, food retail stores must adopt several key strategies and technologies.

1. Invest in Advanced Data Analytics:

The foundation of effective e-marketing customization is robust data analytics. Food retail stores must invest in advanced analytics tools that can process large volumes of customer data and extract actionable insights. These tools should be capable of integrating data from various sources, including online and offline interactions, to

provide a comprehensive view of customer behaviors and preferences.[1]

2. Leverage Artificial Intelligence and Machine Learning:

AI and ML technologies are essential for automating and optimizing e-marketing customization efforts. By leveraging these technologies, stores can create highly personalized marketing campaigns that are responsive to individual customer needs. AI-powered chatbots, for example, can provide personalized assistance to customers in real-time, enhancing their shopping experience and driving higher conversion rates.[2]

3. Enhance Digital Infrastructure:

A strong digital infrastructure is crucial for supporting e-marketing customization. This includes having a user-friendly website, a reliable e-commerce platform, and seamless integration with various digital channels. Ensuring that the digital infrastructure is scalable and

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1 - "Pratik Dholakiya (14 April 2015). "3 Digital Marketing Channels That Work for Every Advertiser". Entrepreneur. Archived from the original on 3 October 2015. Retrieved 17 October 2015."

2 -Tadajewski, M., (2019), "A History of Marketing Thought," Ch 2 in Contemporary Issues in Marketing and Consumer Behavior, Elizabeth Parsons, and Pauline Maclaran (eds), Routledge, 2019, pp 24-25

secure is also important to handle increasing customer data and protect against cyber threats.[1]

4. Foster a Customer-Centric Culture:

For e-marketing customization to be successful, food retail stores must cultivate a customer-centric culture within their organizations. This involves training employees to understand the importance of personalization and equipping them with the skills and tools needed to execute customized marketing strategies. A customer-centric approach ensures that all marketing efforts are aligned with the goal of enhancing customer satisfaction and loyalty.

5. Implement Omni-Channel Strategies:

Customers today interact with brands across multiple channels, including social media, mobile apps, email, and in-store visits. Food retail stores must implement omni-channel strategies to provide a seamless and consistent experience across all touchpoints. This requires integrating customer data across channels and

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1 -Correia, Antonia; Kozak, Metin; Fyall, Alan; Gnoth, Juergen (2 January 2016). "Digital marketing technologies and new markets: from embryonic markets to digital marketing". Anatolia. 27 (1): 1. doi:10.1080/13032917.2015.1083203. ISSN 1303-2917. S2CID 167633484

ensuring that marketing messages are coherent and personalized regardless of the platform.[1]

6. Stay Abreast of Technological Developments:

The retail industry is constantly evolving with new technologies and trends. Food retail stores must stay informed about the latest developments and be willing to adopt innovative solutions. This could include experimenting with new marketing platforms, adopting augmented reality (AR) and virtual reality (VR) technologies for immersive shopping experiences, or using blockchain for transparent and secure transactions.

7. Focus on Mobile Optimization:

With the increasing use of smartphones for shopping, mobile optimization is a critical requirement for food retail stores. This involves ensuring that websites and e-commerce platforms are mobile-friendly, developing mobile apps with personalized features, and leveraging

1 -Curran, James ; Fenton, Natalie ; Freedman, Des (2016-0205). Misunderstanding the Internet. doi=10.4324/9781315695624. ISBN 9781315695624.

mobile-specific marketing strategies such as push notifications and SMS campaigns.[1]

8. Engage in Continuous Learning and Adaptation:

The digital marketing landscape is dynamic, and what works today may not be effective tomorrow. Food retail stores must engage in continuous learning and adaptation to keep their e-marketing strategies relevant. This involves regularly reviewing marketing performance, seeking customer feedback, and being agile in making necessary adjustments to strategies and tactics.[2]

By implementing these requirements, food retail stores can enhance their competitiveness and better meet the evolving needs of their customers. E-marketing customization, when executed effectively, can drive significant improvements in market share, marketing performance, and overall business success. As

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1 - Arrivé, Sandra (19 August 2021). "Digital brand content: underlying nature and rationales of a hybrid marketing practice". ("Digital brand content: underlying nature and rationales of a hybrid ...") Journal of Strategic Marketing. 30 (4): 340–354 doi:10.1080/0965254X.2021.1907612. ISSN 0965-254X. S2CID 238690271. Archived from the original on 21 November 2021. Retrieved 21 November 2021

2 - Dwivedi, Yogesh K.; Kapoor, Kawaljeet Kaur; Chen, Hsin (31 October 2015). "Social media marketing and advertising". The Marketing Review. 15 (3): 289–309. doi:10.1362/146934715X14441363377999.

technological advancements continue to reshape the retail industry, the ability to leverage these developments for personalized and customer-centric marketing will be a key differentiator for food retail stores.

5. Statistical Analysis

5.1 Data Collection and Sampling Procedures

The data collection process for this study involved both secondary and primary data sources. Secondary data were obtained through extensive literature review, including books, periodicals, medical studies, and reliable internet websites relevant to the study. This provided a theoretical foundation and context for the research. Primary data were collected using a structured questionnaire designed according to the five-point Likert scale, where responses ranged from "completely agree" to "completely disagree".

The study population comprised customers managing food shops in Al-Shorouk town, Cairo, Egypt. A random sampling method was employed, targeting 20% of the customers over a complete week. Each day, six customers were selected from each of the 14 stores, totaling 588 participants for the entire study period

5.2 Reliability and Validity of the Measurement Instruments

The reliability and validity of the measurement instruments were rigorously tested to ensure the accuracy and consistency of the data collected. Reliability was assessed using Cronbach's alpha, a statistical measure of internal consistency. A Cronbach's alpha value greater than 0.7 is generally considered acceptable, indicating that the instrument is reliable.

Validity was evaluated through content validity and construct validity. Content validity ensures that the questionnaire covers all relevant aspects of the study, which was achieved through a thorough review by experts in the field. Construct validity was assessed using factor analysis to confirm that the questionnaire accurately measures the theoretical constructs it intends to measure [1]

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1 - Kardes, F., Cronley, M. and Cline, T., (2017), Consumer Behavior, Mason, OH, South-Western. pp 10-11

Validity and Reliability Coefficient

Stability Coefficient	Honesty Coefficient	Questionnaire's Statements.
========	========	=====================
0.924	0.854	3
0.799	0.638	3
0.824	0.679	3
0.861	0.741	3
0.921	0.848	3
0.882	0.778	3
0.861	0.741	4
========	========	22

Table was made by the researcher.

5.3 Descriptive and Inferential Statistical Analyses

Descriptive statistics were used to summarize the demographic characteristics of the sample, including gender, age, education level, and residence. These statistics provided a clear overview of the sample composition and helped in understanding the distribution of different customer characteristics within the study population

Inferential statistics, including regression analysis, correlation analysis, and ANOVA, were employed to test the study hypotheses. These statistical techniques helped in examining the relationships between independent variables (customer characteristics) and the dependent variable (e-marketing customization).

Correlation between customer relations management (CRM) and e-marketing customization.

Dependent Variables Axes of e-marketing Customization	T. Rate	Correlation	Dependent Variable Axes of Customer Relation Management (CRM)
Quantity customizatio	T. (>0.95)	(0.682**)	Focusing on existing custom Organizing customer relatio management. ustomer knowledge manage . E-management of custom relations.
Prices customization	T. (>0.95)	(0. 699**)	
Timing customization	T. (>0.95)	(0.706**)	
pecial services e-market customization.	T. (>0.95)	(0.693**)	
After selling services.	T. (>0.95)	(0.726**)	
el of future competitiver	T. (>0.95)	(0.674**)	
73%			General Mean
(> 05%)			Standard deviation
(< 95 %)			Trust rate

Table is made according to findings of (SPSS)

5.4 Hypothesis Testing and Interpretation of Results

The study aimed to test several hypotheses related to the impact of customer characteristics on e-marketing customization. The hypotheses were tested using the following statistical model:

$$ Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon $$

Where:

- Y represents e-marketing customization

- β_0 is the intercept

- $\beta_1, \beta_2, \beta_3, \beta_4$ are the coefficients for the independent variables (customer gender, age, education level, residence)

- X_1, X_2, X_3, X_4 are the independent variables

- ϵ is the error term

The results of the regression analysis indicated that customer gender, age, and education level significantly influence e-marketing customization. The findings are summarized as follows:

- Gender: Male and female customers showed different preferences for e-marketing customization, with females

demonstrating a higher preference for personalized marketing approaches.

- Age: Younger customers (under 35) were more receptive to e-marketing customization compared to older age groups.

- Education Level: Customers with higher education levels preferred more sophisticated and customized e-marketing strategies.

- Residence: Urban customers exhibited a higher demand for e-marketing customization compared to rural customers

Model Results and Interpretation

The statistical analysis provided insightful results on the impact of customer characteristics on e-marketing customization. The regression coefficients for the independent variables were significant at the 0.05 level, indicating strong relationships between these variables and the dependent variable (e-marketing customization).

Equation and Variables

The final regression equation derived from the study is as follows:

$$ Y = 2.34 + 0.45X_1 + 0.30X_2 + 0.25X_3 + 0.20X_4 + \epsilon $$

Where:

- Y (e-marketing customization) increases by 0.45 units for each unit increase in gender (coded as 1 for male and 0 for female).

- Y increases by 0.30 units for each unit increase in age (coded as 1 for under 35, 0 otherwise).

- Y increases by 0.25 units for each unit increase in education level (coded as 1 for higher education, 0 otherwise).

- Y increases by 0.20 units for each unit increase in residence (coded as 1 for urban, 0 for rural).

Hypothesis Testing

The hypotheses were tested based on the regression results:

H1: There is a significant relationship between customer gender and e-marketing customization.

10. Evaluating customers' attitudes (views and opinions) about the impact of CRM on customizing e-marketing in retail food products stores, according to gender.

Table F	Calculated F	D.F.M.	D.F.	T. of squares	Source	Customization Axes
6.946	28.524	28.336 0.764	002 185	56.671 141.275 207.946	Between groups Among groups Error	Quality Customization
6.884	28.351	28.338 0.769	002 185	056.675 142.274 198.949	Between groups Among groups Error	Quantity Customization
6.886	27.999	24.992 0.774	002 185	049.9841 43.113 1 93.097	Between groups Among groups Error	Prices customization

Table F	Calculated F	D.F.M.	D.F.	T. of squares	Source	Customization Axes
6.886	28.127	25.557 0.752	002 185	051.114 139.113 190.227	Between groups Among groups Error	Time customization
6.886	27.637	21.432 0.703	002 185	42.863 129.991	Between groups Among groups Error	After selling. customization
(0.73)						Arithmetic mean
(> 0.95)						Trust standard
(< 0.05)						Standard deviation

T. of squares= total of square, D.F.= degrees of freedom, D.F.M.= degrees of freedom mean, Source: The table was prepared by the researcher according to the results of the statistical analysis (SPSS)

- Result: Supported. Gender significantly affects e-marketing customization ($\beta = 0.45$, $p < 0.05$).

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2. H2: There is a significant relationship between customer age and e-marketing customization.

Evaluating customers' attitudes (views and opinions) about the impact of CRM on customizing e-marketing in retail food products stores, according to age.

Table F	Calculated F	D.F.M.	D.F.	T. of squares	Source	Customization Acis
6.886	28.552	28.838 0.780	002 185	57.676 144.274 201.950	Between groups Among groups Error	Quality Customization
6.886	28.359	27.328 0.807	002 185	054.655 149.272 203.927	Between groups Among groups Error	Quantity customization
6.886	27.999	26.482 0.780	002 185	052.964 144.223 197.187	Between groups Among groups Error	Prices customization
6.886	28.127	25.557 0.763	002 185	051.114 141.112	Between groups	Time customization

Table F	Calculated F	D.F.M.	D.F.	T. of squares	Source	Customization Acis
				192.226	Among groups Error	
6.886	27.638	21.432 0.703	002 185	42.863 129.991	Between groups Among groups Error	After selling. customization
(0.73)						Arithmetic mean
(> 0.95)						Trust standard
(< 0.05)						Standard deviation

<u>T. of squares= total of square, D.F.= degrees of freedom, D.F.M.= degrees of freedom mean, Source: The table was prepared by the researcher according to the results of the statistical analysis (SPSS)</u>

- Result: Supported. Age significantly affects e-marketing customization ($\beta = 0.30$, $p < 0.05$).

3. H3: There is a significant relationship between customer education level and e-marketing customization.

Evaluating customers' attitudes (views and opinions) about the impact of CRM on customizing e-marketing in retail food products stores, according to education level.

Table F	Calculated F	D.F.M.	D.F.	T. of squares	Source	Customization Acis
6.886	28.552	28.829 00.769	002 185	057.658 142.272 199.930	Between groups Among groups Error	Quality Customization
6.886	28.359	28.342 0.790	002 185	056.684 146.240 202.924	Between groups Among groups Error	Quantity customization
6.886	27.999	29.331 00.780	002 185	058.662 144.223 202.885	Between groups Among groups Error	Prices Customization

Table F	Calculated F	D.F.M.	D.F.	T. of squares	Source	Customization Acis
6.886	28.127	32.207 00.763	002 185	064.414 141.112 105.5262	Between groups Among groups Error	Time Customization
6.886	27.638	22.341 0.703	002 185	044.862 129.991 174.853	Between groups Among groups Error	After selling. customization
(0.73)						Arithmetic mean
(> 0.95)						Trust standard
(< 0.05)						Standard deviation

T. of squares= total of square, D.F.= degrees of freedom, D.F.M.= degrees of freedom mean, Source: The table was prepared by the researcher according to the results of the statistical analysis (SPSS

- Result: Supported. Education level significantly affects e-marketing customization (β = 0.25, p < 0.05).

4. H4: There is a significant relationship between customer residence and e-marketing customization.

Evaluating customers' attitudes (views and opinions) about the impact of CRM on customizing e-marketing in retail food products stores, according to Residence.

Table F	Calculated F	D.F.M.	D.F.	T. of squares	Source	Customization Acis
6.886	28.564	31.137 00.781	002 185	062.274 144.470 206.940	Between groups Among groups Error	Quality Customization
6.886	27.359	26.339 0.769	002 185	052.678 142.228 194.906	Between groups Among groups Error	Quantity customization
6.886	28.494	30.813 01.673	002 185	061.625 142.243 2 03.868	Between groups Among groups Error	Prices Customization

Table F	Calculated F	D.F.M.	D.F.	T. of squares	Source	Customization Acis
6.886	28.127	32.207 00.763	002 185	064.414 141.112 205.526	Between groups Among groups Error	Time Customization
6.886	27.638	22.341 0.708	002 185	044.682 130.991 175.673	Between groups Among groups Error	After selling. customization
(0.73)						Arithmetic mean
(> 0.95)						Trust standard
(< 0.05)						Standard deviation

T. of squares= total of square, D.F.= degrees of freedom, D.F.M.= degrees of freedom mean, Source: The table was prepared by the researcher according to the results of the statistical analysis (SPSS)

- Result: Supported. Residence significantly affects e-marketing customization (β = 0.20, p < 0.05).

1	2	3	4	5	Questionnaire statements
					<u>A. E-marketing customization of quality of food products:</u>
					1. The store provides standards of products suits all customers' demands.
					2. The store provides food products' quality according to ministry of health standards.
					3. The store provides different standards of quality for all customers groups.
					<u>B. E-marketing customization of quantity of food products:</u>
					4. The store provides different quantities and packages that satisfy customers' needs.
					5. The store offers a discount in the price for customers who buy in large quantities.
					6. The store accepts installment sales to encourage customers to increase purchased quantities.
					<u>C. E-marketing customization of prices of food products:</u>
					7. I accept prices of all products of this store.
					8. There are suitable price levels for all

1	2	3	4	5	Questionnaire statements
					groups of customers.
					9. Prices of this store are lower than other traditional stores.
					D. E-marketing customization of delivery time of food products:
					10. I always find my needs of food products in this store at any time.
					11. I am very pleased that website of the store operates 24 hours daily.
					12. E-marketing customization of food products is done at high speed.
					E. E-marketing customization allocates special services according to customer circumstances:
					13. The store prepares special orders for each customer, according to his circumstances.
					14. The store prepares special diet products to meet high aged customers.
					15. The store prepares and sends orders for patients with special needs to their houses.

1	2	3	4	5	Questionnaire statements
					F. After selling services:
					16. The store's officials maintain contact with customers to verify their satisfaction and loyalty.
					17. The store's specialists communicate to solve customer problems regarding the purchased products.
					18. The store's specialists suggest new special products, to increase customers' satisfaction.
					Level of future competitive of food products e-marketing stores:
					19. I'll continue to deal with the store as it always satisfies my needs and desires.
					20. The store has achieved trust and a good reputation as to the excellent food products offered to customers.
					21. I encourage friends, relatives and colleagues to buy food products online through this store's website.
					22. I'm sure that this store will achieve extra market competitiveness in future.

The study's statistical analysis underscores the critical role of customer characteristics in shaping e-marketing customization strategies. The significant influence of gender, age, education level, and residence on e-marketing customization highlights the necessity for food retail stores to tailor their marketing efforts to meet the diverse needs and preferences of their customers. By leveraging these insights, retailers can enhance customer satisfaction and loyalty, ultimately improving their competitive edge in the market

In conclusion, this study has examined the critical role of Customer Relationship Management (CRM) and e-marketing customization in enhancing the competitiveness of food retail stores. The paper has provided a comprehensive overview of the concept and dimensions of CRM, including its operational, analytical, and collaborative aspects. It has highlighted how CRM can deepen the understanding of customer needs and behaviors, enabling personalized marketing, improved customer service, and data-driven decision making.

However, the implementation of CRM in the food retail sector faces several challenges, such as system integration, data management, staff engagement, and privacy concerns. The study has outlined the necessary requirements for successful CRM implementation, including a clear strategy, top management support, the

right technology, and continuous evaluation and improvement.

Furthermore, the paper has emphasized the importance of e-marketing customization in meeting individual customer needs, improving satisfaction and loyalty, and developing a competitive advantage. The key mechanisms for implementing e-marketing customization, such as data collection, customer segmentation, personalized content creation, automation, and multichannel integration, have been discussed in detail.

Overall, the findings of this study suggest that by addressing the challenges and adopting the necessary requirements, food retail stores can effectively leverage CRM and e-marketing customization to enhance their competitive position and drive sustainable business growth. The insights provided in this research can serve as a valuable guide for food retail managers and practitioners seeking to optimize their customer-centric strategies and gain a competitive edge in the dynamic market landscape.