

**CUSTOMER RELATIONSHIP MANAGEMENT
PRACTICES TOWARDS CUSTOMER BRAND
ENGAGEMENT:
EVIDENCE FROM THE HOTEL INDUSTRY IN
SRI LANKA**

Master of Business Administration
in
Management of Technology

K.G.N Kumarapeli
159022L
Department of Management of Technology
University of Moratuwa
Sri Lanka
December 2016

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By

K.G.N Kumarapeli

159022L

Supervised by

Dr. G.D Samarasinghe

The Dissertation was submitted to the Department of Management of Technology of the University of Moratuwa in partial fulfilment of the requirement for the Degree of Master of Business Administration in Management of Technology

Department of Management of Technology

University of Moratuwa

Sri Lanka

December 2016

DECLARATION

I declare that this is my own work and this dissertation does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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Signature of the supervisor:

Date:

Dr.G.D Samarasinghe
Senior Lecturer,
Department of Management of Technology,
University of Moratuwa.

ABSTRACT

Customer Relationship Management (CRM) practices and its effects on Customer Brand Engagement (CBE) are an emerging trend in many industries including the hotel industry. As an emerging tourism destination, this relationship will help the Sri Lankan hotels advance competitive advantage through customer participation and engagement with their hotel brands. Therefore, the main objective of this study is to ascertain the relationship between customer relationship management practices and customer brand engagement in the Sri Lankan hotel firms.

The population is internal stakeholders of the hotel industry and selected 235 employees as the sample of this study. The data was gathered using a structured questionnaire and analyzed using SPSS 22 and SMART PLS based Structural Equation Modeling (SEM). The key findings of the study showed that customer relationship management practices are significantly related to customer brand engagement with mediation of marketing capability in hotel industry Sri Lanka and hence, customer relationship management be utilized as a tool to enhance customer brand engagement with marketing capability in the hotel firms in Sri Lanka. The findings further depict managerial implications and opportunities for future research in the same area.

Keywords: Customer relationship management, customer brand engagement, marketing capability, hotel industry

ACKNOWLEDGEMENT

First and foremost, my heartfelt gratitude is extended to my supervisor Dr. Dinesh Samarasinghe for his continuous guidance, kind advices and support rendered throughout my research process as well as in the academics. A very gracious gratitude is further extended to Ms. Gayithri Kuruppu for her valuable ideas & support given throughout my research especially with their knowledge and experience in research methodology.

Furthermore, I wish to express my appreciation to Mr. Srilal Miththapala, president the Tourist Hotels Association in Sri Lanka, for his generosity and assistance for sharing his expertise and experience in tourism and hotel industry. I would thank other academic & non-academic staff members of Department of Management of Technology.

I am most grateful for hotel general managers, IT managers, front office manages, customer representatives, senior employees who provided me valuable & relevant information, facts and answer questionnaire about hotel industry to make my study a success.

Finally I would like to thank my loving wife, Oshadee who were always encouraging, motivating and supporting me in numerous ways throughout my MBA studies. I also wish to thank my MBA friends specially Shan and Chamil who encouraged me with their kind words and thoughts throughout the research process.

K. G. N. Kumarapeli

159022L

Master of Business Administration Student

Department of Management of Technology

University of Moratuwa

Sri Lanka

05th December 2016

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LIST OF ABBREVIATIONS

| Abbreviation | Description |
|---------------------|---|
| CRM | Customer Relationship Management |
| CBE | Customer Brand Engagement |
| SLTDA | Sri Lanka Tourism Development Authority |
| MC | Marketing Capability |
| RBV | Resource Based View |