



# The Mediating Role of Both Reducing Customer Anger and Decreasing Hatred of Brands in the Relationship between Entrepreneurial Marketing and Customers' Intention to Re-Deal with International Fast-Food Restaurants in Egypt

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## Abstract

*The study used the descriptive analytical method and the River sample method to collect data to identify the mediating role of reducing customer anger and reducing brand hatred in the relationship between entrepreneurial marketing and the intention to re-deal with international fast food restaurants in Egypt. The variables are considered extremely important to decision-makers as important as the chosen topic and study. In local and international fast-food restaurants in Egypt, the study sample size reached 779 people. The most notable of the study's findings is the direct statistically significant relationship between the aspects of entrepreneurial marketing and the desire to re-deal with Egypt's international fast-food establishments. Also, there is a statistically significant direct effect for both the reducing brand hatred and the reducing customer anger (the mediating variables) on the relationship between entrepreneurial marketing and the intention to re-deal with customers of international fast-food restaurants in Egypt. In addition, the determination coefficient (R2) was increased when using the intermediate variables. The study recommended a set of recommendations, the most important of which is the need for the management of international fast-food restaurants to pay attention to working on developing new products that are compatible with the needs and tastes of consumers, working on developing tools and methods that contribute to increasing customer loyalty and belonging to the brand, paying attention to the immediate response to customer complaints, working to solve them as quickly as possible.*

**Keywords:** Reducing Customer Anger, Decreasing Hatred of Brands, Entrepreneurial Marketing - Intention to Re-Deal - International Fast-Food Restaurants.

## Introduction

Customers that are dissatisfied or furious may have various causes for their emotions, but both are bad for company. Resolving complaints from consumers may improve the reputation of a small firm as one that cares about customer satisfaction, providing it a competitive edge. When a consumer is disappointed, it means they believe the company did not deliver the goods or services they expected. A customer at a restaurant could think that the service was a little too sluggish and took longer than he had anticipated. Although

\* This article was submitted in August 2023 and accepted for publishing in November 2023. Published Online in November 2023.

DOI: 10.21608/AJA.2023.227573.1502



he may be upset or irritated, this consumer is not quite enraged. Customers that are upset have substantially stronger emotions. Various factors, some of which are legitimate, contribute to customer rudeness or irrationality. However, since you're in business to satisfy your clients, you'll probably run with some obnoxious or irate people from time to time. The way you answer might be the difference between a delighted customer and one who promises never to use your services again. ( King and Grace ,2008)

These clients feel cheated by the business and think it has acted unethically in the client-business relationship. For instance, if a consumer receives badly packaged, damaged goods but has wait weeks for the firm to reply, he may feel deceived because the problem was started by the company and it still going unresolved. Extreme consumer unhappiness is not the only situation in which someone feels betrayed. Customers frequently react strongly to this deeper feeling by seeking retribution, such as by leaving several critical internet reviews. (Erkmen,2018).

The feelings of dissatisfied consumers typically dissipate quickly and, if they take any action at all, they behave passively, such not patronizing the establishment again. However, unsatisfied consumers typically don't communicate their dissatisfaction to the business. However, they occasionally tell others about their experience, and these people may be discouraged from becoming customers. Owners of businesses are left in the dark about the issue. Customers that are upset tend to express their anger to the business. However, people may act vengefully as a result of their sentiments of betrayal, such as posting negative reviews of a company on social media (TapInfluence, 2016).

Entrepreneurial marketing is crucial to the growth of startups because it gives them a competitive edge in the marketplace, ensures that consumers do business with them, and keeps their loyalty after the sale. Entrepreneurial marketing efforts are more clear and goal-focused in startups than in huge corporations, which is one of the benefits that define them. Since there are no internal issues, it is simple to continue entrepreneurial marketing operations in startups. It also depends on taking advantage of chances that are better suited for startups.

Its promotion of original and imaginative initiatives that help the startup quickly connect with its audience, as well as the distinction of its name from those of rival businesses. Entrepreneurial marketing initiatives assist to reinforce and create a supportive environment for all entrepreneurial enterprises, which is appealing to and advantageous to new business owners and helps them considerably expand their operations. Entrepreneurial marketing aids in the startup's continued existence after its success on the basis of a leadership culture and reliance on seizing advantageous opportunities, which results in increased growth and spread and sets it apart from rival businesses even after its market expansion and growth. Entrepreneurial marketing initiatives aid in the development of fresh, cutting-edge marketing tactics. Entrepreneurial marketing initiatives help create a culture of leadership among society's citizens by enticing young people to found their own businesses and enter the field of entrepreneurship in an effort to succeed and make money among the many rival businesses.

### ***Problem Statement***

The restaurant sector represents a fundamental basis in the process of providing services to a large segment of citizens. Therefore, restaurants are constantly searching for ways to attract new customers through modern technologies and methods of distinguishing themselves from competitors. In the field of customer relationship management, there is a continuous search for ways through which it is possible to gain These customers, especially with the increasing competitive market in the field of international fast food restaurants in Egypt.

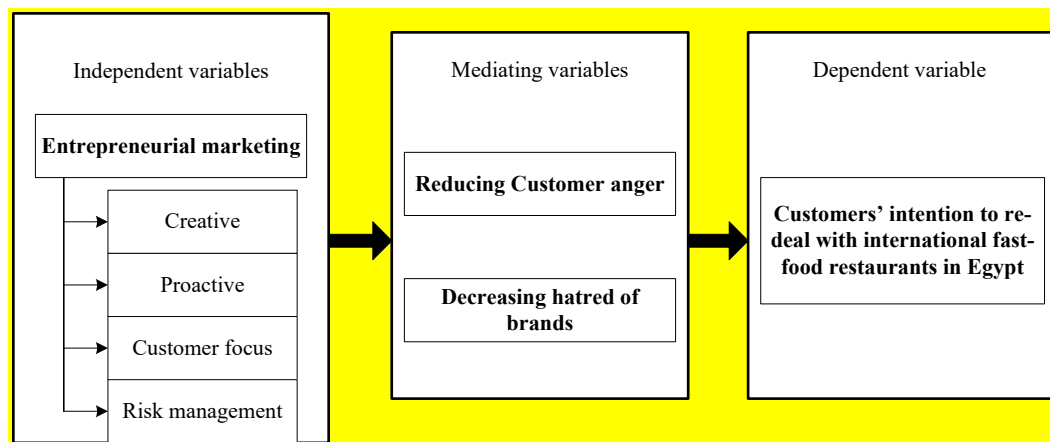
This idea formed a starting point for this study, which focused on revealing the mediating role of both reducing customer anger and reducing brand hatred in the relationship between entrepreneurial marketing and the intention to re-deal with international fast food restaurants in Egypt.

### Study questions

We can clarify the problem of the study further by asking the following questions:

- 1- Is there a relationship between entrepreneurial marketing dimensions and the intention to deal with the anger of international fast food restaurant customers?
- 2- Is there a relationship between entrepreneurial marketing and the intention to reengage with international fast-food restaurants by reducing brand dislike?
- 3- Is there a relationship between entrepreneurial marketing and the intention to re-engage with international fast-food restaurants by mediating to reduce customer anger?
- 4- Is there a relationship between entrepreneurial marketing and intention to reengage with global fast-food restaurants by mediating reduced customer anger and reduced brand dislike?

### Study model



### Theoretical Background and Hypotheses

Researchers differ in determining the relationship of decreasing hatred of brands to the organization and reducing customer anger, in addition determining the variable that influences the other, i.e., is customer satisfaction influencing loyalty or vice versa

Customer satisfaction can either strengthen or weaken the effect of service quality on customer loyalty in the sense that if the customer is satisfied with the quality of the service provided by the company, it will increase his loyalty and, conversely, if the customer is not satisfied with the company's service, it will decrease his loyalty. The relationship between entrepreneurial marketing and the intention to re-deal may also show that customer satisfaction can either strengthen or weaken the effect of service quality on customer loyalty.

The client participation is not new in itself, but what is new is to seek to encourage the client and urge him to participate with companies to gain market advantages compared to their competitors, and considering the client a partial employee as a temporary participant, whether with his effort or time to do so Some of the work tasks are removed from the responsibility of the members of the company and therefore this participation results in an inverse relationship between the participation of the client and the amount of work that the company does.

The main way for telecom companies to stand out from rivals and win customers over is to offer superior service quality because quality of service enables organizations to differentiate themselves from competitors and foster customer loyalty. From a managerial perspective, the perceived service quality means

that the company must match the expected service with the perceived service in order to achieve customer satisfaction, and as a result, the perceived service quality is a key indicator of performance. Also we can mention the gap of research that to find The mediating role of both reducing customer anger and decreasing hatred of brands in the relationship between entrepreneurial marketing and the intention to re-deal

Marketing is used by every business, government, non-profit, political party, education, tourism, sport, arts, health, and other social or economic activity and organization. Showcasing research is one of the areas that is regularly misconstrued and distorted (Hisrich and Ramadani, 2017; Kerin, Hartley, and Rudelius, 2015; Kotler and Armstrong, 2016; 2012 (Kotler and Keller). For some individuals, the expression “advertising” has fluctuated meanings. Others see it as trade, while others view it as selling or advancing. Selling, buying, and/or trading only reflects certain aspects of marketing, not the entire concept. The idea of showcasing must be seen substantially more broadly.

There are various ways of characterizing showcasing. As a general rule, promoting fills in as a connection between organizations and clients (Veseli, Ramadani, and Rexhepi, 2010). Showcasing is “the process by which organizations make an incentive for clients and assemble solid client connections in order to catch esteem from clients consequently,” as per Kotler and Armstrong (2016, p. 29). The meaning of advertising given by the American Showcasing Relationship in 2013 is as per the following: “Promoting is the movement, assortment of organizations, and systems for creating, imparting, delivering, and trading things that have an incentive for purchasers, clients, accomplices, and society at large. Hisrich (2000, p.3) characterizes showcasing as “the cycle by which choices are made in an absolutely interconnected changing business climate on every one of the exercises that work with trade all together that the designated gathering of clients is fulfilled and the characterized goals are accomplished.” “Showcasing comprises of individual and hierarchical exercises that work with and facilitate satisfying trade connections in a unique climate through the creation, circulation, promotion, and evaluating of merchandise, administrations, and thoughts,” compose Pride, Hughes, and Kapoor (2014, p. 289). Promoting, as per Ries and Trout (2006), is an endless fight between organizations to win the consideration and steadfastness of purchasers. Jay Conrad Levinson, a US publicizing office executive and creator, trusts that “showcasing isn’t an occasion, however an interaction. Since it is a process, there is no beginning, middle, or end. You can make it better, make it perfect, change it, or even stop it. Notwithstanding, you can never completely stop it.” In this book, showcasing is characterized and viewed as a cycle that decides the requirements, needs, and requests of buyers through market research and that, through item evaluating, dissemination, and advancement, fulfills clients and accomplishes hierarchical objectives (Hisrich and Ramadani, 2017). The following paragraphs discuss the various aspects of marketing: demands, wants, and needs. One of marketing’s primary responsibilities is to ascertain what customers want. The words “need,” “want,” and “request” are regularly utilized interchangeably. A need is a fundamental requirement that must be satisfied for one to exist. As well as needing food, water, air, garments, and sanctuary, one likewise requires rest, instruction, and entertainment. At the point when a need is related with a specific thing or administration, it changes into a need. For example, a need for food turns into a need when the individual needs a specific food, similar to spaghetti, pizza, or hamburgers. An interest is a specific longing that is upheld by the ability to buy it. Numerous people might want to claim a pamper boat or a huge home with a pool, yet few can stand to do as such. As a result, an individual isn’t viewed as needing an item or administration or a potential objective market if they can’t buy it to satisfy their necessities or desires.

The business person should pick what to give (item or administration) in light of the market’s expressed necessities, needs, and assumptions to satisfy them and accomplish the goals of the business. This organization isn’t as expected advancing itself if the given items/administrations do not address any customer’s issue or desire.

A vital part of showcasing is instructing people in general about the organization’s products and administrations. Customers need to be aware of the products and services that each company offers to the

market. The organization should convince general society to buy or utilize its labor and products while it instructs them about them.

The business visionary thinks about how the item or administration might be given to the buyer, such as through direct channels or through wholesalers, retailers, and specialists, while it is being made and consumers are being instructed. A few prerequisites should be fulfilled for the trade process to be understood (Kotler and Keller, 2012):

- There are no less than two gatherings,
- Every one of whom ought to have something that different views as significant,
- Associate with the other, and give something in return.
- Each party ought to be sure that the understanding is fair and OK for the two players,
- Furthermore, each party ought to be allowed to acknowledge or dismiss the offer.

A market is where labor and products are exchanged commonly for cash. Business people and purchasers meet up in the commercial center. The development of the Web, where nearly all business is done on the web, acquainted a computerized market with the customary one. Organizations must focus on a portion of the shopper populace that can be recognized since they cannot effectively satisfy the needs and wishes, everything being equal. The division of the market is this process. Contest

A business can't exist and work in disconnection available. Contenders are organizations that offer (or can offer) same, practically identical, or elective labor and products. Organizations should foster powerful strategies to outflank their adversaries and prevail upon more clients.

The climate is comprised of all inward and outside factors that influence a company's tasks both straightforwardly and by implication. Both the full scale and miniature conditions exist. Segment, financial, political, specialized, lawful, and sociocultural components make up the macroenvironment; The microenvironment includes the company, its suppliers, intermediaries, customers, and rivals. Despite the significant increase in research and interest in entrepreneurship over the past two decades, there are still a number of unanswered questions. What distinguishes an entrepreneur from other types of businesspeople, and why? What is pioneering movement? Corporate business venture: what's going on here? What is social enterprise exactly? How does the business operate? These frequently asked questions reflect the growing interest in entrepreneurs and entrepreneurship at the national and international levels among individuals, organizations, academics, students, and government officials<sup>2</sup>. Given that innovative ideas, the capacity to commercialize discoveries, and the willingness to take calculated risks are transforming people's lives, this increased attention is to be expected. Despite numerous attempts, there is still no widely accepted definition of entrepreneurship. Numerous young and elderly entrepreneurs are starting new businesses that provide them and their families with a way of life, create new jobs, and advance the economies of the countries in question. The chase after the idea of business venture was compared by Peter Kilby (1971) to Winnie-the-Pooh's quest for the Heffalump in A.A. Milne's notable kids' book from 1926. Entrepreneurship is compared to a large animal that has been pursued by a number of people using a variety of traps but has yet to be caught in this narrative, which is depicted in the box below. Each individuals who guarantee to have seen it agree that it is a huge creature, yet they question on its specifics.

In 1982, the Global Gathering for Private venture and the American Promoting Affiliation jointly coordinated a meeting, starting revenue in pioneering showcasing as another area of study. The principal observational examination of the connection among showcasing and business was distributed in 1985 by Gerald Slopes in *Boondocks of Business venture Exploration*. The article "The relationship among business venture and showcasing in laid out firms" by Michael Morris and Gordon Paul, distributed in the *Diary of Business Wandering* in 1987, raised the field of entrepreneurial promoting research in the scholarly local area. The *Diary of Purchaser Marketing* distributed Robert Hisrich's article, "The requirement for showcas-

ing in business venture," in 1992. The Diary of Exploration in Promoting and Business, the main scholarly distribution to address subjects connected with pioneering showcasing, was laid out in 1999. This diary will have 18 volumes and 36 issues toward the finish of 2018. At the point when scholastics at the Charleston Culmination redefined the business and showcasing communication and gave a calculated structure to future study, the meaning of pioneering promoting rose significantly more in 2010 (Slopes, Hultman, and Miles, 2008; Ioniță, 2012).

How does enterprising showcasing contrast from customary promoting is a major unsettled question. Four aspects - business direction, data gathering, strategic perspective, and strategic viewpoint — are utilized to sum up a portion of the qualifications among conventional and entrepreneurial promoting (Stirs up, 2000). Pioneering showcasing is more centered around entrepreneurs and developments than conventional promoting is on clients from a business perspective. As per conventional promoting, a business visionary ought to initially distinguish and evaluate the necessities of the market prior to fostering another item or administration; Entrepreneurial marketing suggests that before creating a new product or service, an entrepreneur should first come up with an original idea and then look for a market. To gather market intelligence from the second dimension, entrepreneurial marketers typically do not employ formal research methods because they are more expensive. Instead, they typically use informal methods like personal observation or personal networks and contacts. From a tactical standpoint, entrepreneurial marketers employ an interactive marketing strategy based on one-on-one interactions with customers. Client proposals and informal exchange are critical for entrepreneurial advertisers. Decisively talking, conventional promoting brings a hierarchical system, whereas pioneering showcasing adopts a base up strategy. For the hierarchical methodology, segmentation, focusing on, and situating should be finished in a specific request. Finding an open door and testing it are the most vital phases in the enterprising base up strategy. The business at first serves the needs and wishes of a little gathering of clients prior to expanding these deals through direct collaboration with customers.

Morris et al. 's (2002, p. 5) meaning of pioneering promoting is one of the most often used ones. It peruses as follows: " proactive ID and abuse of chances for acquiring and holding beneficial clients through inventive ways to deal with risk the executives, resource utilizing, and esteem creation." This definition incorporates elements of both entrepreneurship (initiative, risk-taking, opportunity, and invention) and marketing (customer focus, resource leveraging, and value generation) into a single concept. 2002):

- Client enthusiasm. The zeal, enthusiasm, passion, and belief in marketing that contribute to the business's success are the focus of this element.
- An accentuation on the client is said to support the organization's fundamental standards and the energy for the client. Development that won't ever stop.
- A pioneering business ought to reliably foster inventive thoughts and decipher them into spic and span or adjusted merchandise, administrations, or strategies. Vital flexibility.
- A business that is pioneering ought to be able to consistently survey and change its methodology, action plans, designation of assets, construction, culture, and the board processes.intelligent risk-taking. Taking dangers involves holding onto new risks. • Entrepreneurs take calculated risks, but some of them may be detrimental to the company's future.
- Being proactive. Despite the fact that they know about its importance, business people don't automatically accept that the outside promoting climate is significant.
- They consider it to be a field of potential. To put it another way, business owners want to change the parts of the outside world to make it less uncertain, less dependent on them, and less susceptible to them. They may likewise attempt to change the climate in which the organization operates.

Influence your assets. Business people should utilize their assets since their goals regularly outperform their ability. They make use of resources for a longer period of time than others have in the past; they use assets that others don't see as assets; they utilize the assets of others or organizations to additional their own targets; furthermore, they consolidate assets to create a more prominent combined value.

This layer of the worth chain can be moved to the virtual commercial center thanks to the accessibility of numerous shopper correspondence channels like messages and other intelligent pages. We may single out email correspondence with buyers and giving an As often as possible Posed Inquiries (FAQ) segment online from these ways. Prior to calling an organization's client care support lines, clients can allude to FAQs, which are fundamentally a rundown of inquiries and answers covering the most frequently asked issues (Burt, Sparkles, 2003). Furthermore, organizations give a straightforward area to consumers to record protests or requests so the client assistance group might answer with the necessary data while adhering to the expressed assistance level agreement. For organizations, utilizing the internet as a minimal expense apparatus to proficiently deal with regular client contacts is especially significant because of the multitude of benefits recorded above and that's only the tip of the iceberg (Burt, Flashes, 2003).

Prior to discussing the idea of customer relations, it is important to talk about the customer and identify who the organization's customers are. Practically speaking, the term "customer" refers to three different sorts of clients, the first of which is the internal client, or those who are employees of the company, and the second being the client who is an individual. The industrial or institutional consumer is the third (Kumar & Reinartz, 2018). All organisations strive to meet the requirements and wishes of these consumers, and in our study, the focus was on the individual customer or customers who are beyond the confines of the organization's internal environment (Kumar & Reinartz, 2018).

### ***First - Concept of Customer***

Numerous definitions that relate with the client include According to Kumar & Reinartz (2018), "the customer is the individual who searches for a good or service and purchases it for his own use or the use of his family." In accordance with Soltani et al. (2018), "the customer is the end user of the organization's services, and his decisions are affected by internal factors such as personality, beliefs, methods, motives, and memory, as well as by external factors such as resources, family influences, preference groups, and friends." Customers may also be either individuals or organisations.

The client, according to Soltani et al. (2018), is "that person who acquires goods or buys with the intention of satisfying his material and psychological needs or for his family members." The same earlier notions are covered by a number of definitions. We will examine if quality has a role in consumer happiness, loyalty, and value in this study.

### ***Second - Customer Relationship Management:***

The fundamental concept behind CRM derives from modern or contemporary marketing's focus on the customer, which is seen as one of the pillars of an organization's success, development, and survival when creating connections and enduring relationships with them. (2018) Soltani, et al.

According to Ngelyaratan & Soediantono's definition of customer relationship management, it is "a comprehensive and practical integrated strategy between the organization and the beneficiaries in general, and customers in particular, based on dialogue, consultation, and mutual trust between them in order to retain customers and achieve value for them."

It was also described as the capacity to engage in ongoing communication with consumers using a range of strategies that function to keep in touch with them.

2001's Mohan & Jeff Third - Customer Relationship Management Goals: Any organization that manages customer connections is working towards a certain set of objectives (Ngelyaratan, & Soediantono, 2022).

The idea of client satisfaction It is important to first distinguish between customer satisfaction and job satisfaction because the former pertains to the external customer, whereas the latter has a close relationship with those who work for the organization. There are a variety of methods that can be used to achieve job satisfaction for those who are currently employed. Customer awareness of an organization's success in meeting a customer's requirements and aspirations was defined as the degree of customer satisfaction (Kumar,, & Reinartz, 2018).

Consumer retention is a highly challenging problem because of changes in consumer psychology and behaviour. Customer loyalty is the cornerstone of every organization's success and integration with the other parts. Customers' desire to purchase particular items from a company over others is referred to as loyalty (Chatterjee et al., 2021). According to Chatterjee et al. (2021) loyalty is the extent to which a client repurchases a certain brand. Most businesses want to increase customer loyalty by employing a variety of strategies and forging some sort of relationship between the client and the business.

Based on the previous argument, this study suggests the following hypotheses:

***H1 : There is statistic relationship between entrepreneurial marketing and the intention to re-deal with international fast food restaurants customer anger***

***H1a: There is statistic relationship between creative and customers' intention to re-deal with international fast food restaurants***

***H1b: There is statistic relationship between proactive and customers' intention to re-deal with international fast food restaurants***

***H1c: There is statistic relationship between customer focus and customers' intention to re-deal with international fast food restaurants***

***H1d: There is statistic relationship between risk management and customers' intention to re-deal with international fast food restaurants***

All marketing activities have started to change as a result of the urgent need for the development of environmental concepts. The marketing focus is now on establishing a connected relationship with the external customer so that the business can generate a specific value for the customer (Dalla Pozza, et al. 2018).

In addition, Dalla Pozza et al. (2018) said that the customer's value is "defined as what he obtains as a result of the exchange process in exchange for the price he pays; it represents the total benefit minus the costs he incurs when making a purchase decision." According to Dalla Pozza et al. (2018), this is "also described as (the process of trade or exchange undertaken by the client between the advantages he receives from the item or service and the cost of acquiring them. The product itself, support services, parties engaged in the purchasing process, time and effort required to receive the product, and perceived risk are among the perks.

Customer discontent is the exact opposite of customer satisfaction, as Wang, et al. (2018) point out. When a customer's expectations are not only not met, but also when the business does nothing to address the issue, it occurs. A disgruntled consumer is different from one who is irate or impolite. An unhappy client has a problem because they are unhappy with a good or service. These clients can be kept from becoming irate by courteous handling and a solution, such a refund or replacement. One of the most crucial actions a business can do is to provide customer support representatives the authority to come up with solutions. But some clients are more demanding. Take a look at what motivates those clients and what they.

Based on the previous argument, this study suggests the following hypotheses:

***H2 : There is statistic relationship between entrepreneurial marketing and the intention to re-deal with international fast food restaurants through Mediating decreasing hatred of brands***

According to Orthaber (2019), consumers who are upset may be doing so for a variety of reasons, including the belief that their lives shouldn't be turning out this way and that other people shouldn't treat them the way they do. Customers who are upset may believe that no one respects them, and the disappointing product or service is simply the latest straw in that camel's back. Others may not have been upset when they first called, but after 20 minutes of a drawn-out customer care contact when they are repeatedly put on hold and transferred from a bot to a human who tells them that it's their problem, not the company's, they may start to grow irritated. Customers who are upset may shout, accuse the agent, make threats, and act rudely. The hazy buyer is actually unsure of what they want. They could believe that figuring out what they need is part of the service. Although many individuals continue to attempt it, this strategy is ineffective in all relationships.

Fan, et al. (2020) speculate that the demanding consumer may believe they are exceptional and should be treated with respect, therefore they expect to be given what they want right away in the proper color, size, and price. Perhaps the demanding consumer interprets everyone's behaviour as a sign of their value because they subconsciously worry that they are not unique. People often have several hidden motives. No matter how many other people you're juggling or how slow you are at getting the product to them, the demanding consumer doesn't give a damn. When they want something, they want it now. They could have seen that another business can provide things swiftly.

Based on the previous argument, this study suggests the following hypotheses:

***H3: There is statistic relationship between entrepreneurial marketing and the intention to re-deal with international fast-food restaurants through Mediating reducing customer anger.***

***H4: There is statistic relationship between entrepreneurial marketing and the intention to re-deal with international fast-food restaurants through Mediating reducing customer anger and decreasing hatred of brands.***

### ***Research Methodology***

The study employs a descriptive approach to describe the phenomenon being studied, along with the terms and concepts related to it, and an analytical approach to analyze data collected through the study tool using statistical techniques in order to produce findings that will help the study achieve its goals.

### ***Study population and sample***

The study population is represented by all customers of international fast-food restaurants in Egypt. As a result of the difficulty of conducting a comprehensive enumeration of all members of the study community, the study used the River sampling method (Burns&Veck,2020), by publishing the link of the electronic questionnaire on all the social networking sites of the members of the study community. The study sample consisted of 779 individuals who answered the questions of the questionnaire and this is a number greater than the minimum number of individuals in the study sample, which is approximately 384, according to the statistical laws that were used in calculating the number of individuals in the study sample according to stat 2.

### ***Questionnaire development***

The study used the questionnaire form as a tool for the study, and it relied on previous studies that dealt with the subject of the study in preparing the questionnaire form. The questionnaire form included five sections, the first of which deals with the personal characteristics of the study sample, which are (sex, age, educational qualification, and income level), while the section explains The second of the questionnaire form the phrases related to the entrepreneurial marketing axis, which includes four dimensions, which are (creativity, proactivity, customer focus, risk management). In the axis of reducing customer anger, it included 3 phrases, and the study relied on (Ali, 2017), while the fourth section of the questionnaire clari-

fied the phrases related to the axis of reducing hatred of trademarks, and it included 3 phrases, and the study relied on (Al et, 2018 Manthiou), while it clarifies The study depended on (Kim, 2012), and the fifth portion of the questionnaire contained three phrases connected to the intention to repurchase axis. A five-point Likert scale was used to respond to the questions of the study axes. This includes strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1)

**The statistical methods used in the study**

- Factor analysis: to verify the validity and reliability of the study variables measures, where construction validity (convergence and discrimination) was calculated for the terms and dimensions of the questionnaire, as well as the value of the stability of the structure for the dimensions of the questionnaire.
- Alpha coefficient: to measure the degree of reliability of the dimensions of the questionnaire
- Pearson correlation coefficient: to determine the level of internal homogeneity of the study tool.
- Partial least squares method: It is one of the methods of structural equation models (SEM) and is used to measure direct and indirect relationships between variables.

**Characteristics of the study population**

From the previous table, it was found that most of the study sample was Male with a percentage of 54.9%. It also became clear that the highest age group among the study sample members was (30 years to less than 40 years) (35.7%), and it was found that the highest category in the educational qualification was the Bachelor category (48.1%) and also became clear that the highest Monthly income group among the study sample members was (From 5,000 pounds to less than 7,000 pounds) (39.4%)

**Table (1) sample according to Characteristics**

Characteristics	Categories	N	%
Gender	Male	428	54.9
	female	351	45.1
Age	Less than 20 years	131	16.8
	20 years to less than 30 years	252	32.3
	30 years to less than 40 years	278	35.7
	40 years and over	118	15.1
Academic qualification	Less Middle Certification	63	8.1
	Middle Certification	182	23.4
	Bachelor	375	48.1
	Master	104	13.4
Monthly income	PhD	55	7.1
	Less than 3000 pounds	90	11.6
	From 3000 pounds to less than 5000 pounds	225	28.9
	From 5,000 pounds to less than 7,000 pounds	307	39.4
	7000 pounds or more	157	20.2

**Research validity**

**1- In calculating the validity of the study tool, the study relied on:**

Measure the degree of compatibility between the expressions and the various dimensions included in each variable of the study variables. According to Table No. 2's findings, all of the expressions' standard coefficient values were more than 0.7 and significant at the level of 0.01, indicating that there was convergence validity at the expression level. According to Hair et al. (2010), convergent validity exists at the level of sub-dimensions and main variables when the average value of variance (AVE) for each variable for each dimension of the research is larger than 0.5.

**2- The validity of differentiation:**

To assess how dissimilar the variables are and how accurately each variable describes the individual. As shown by Table (2)'s findings, the research tool is characterized by the validity of the differentiation because the square root value of the average value of the variance (AVE) for all variables is greater than the correlation coefficients between the variable and the rest of the other variables. Additionally, this outcome demonstrates that there is no joint connection or overlap between any two variables (Hair et al., 2010).

**3- The validity of the internal consistency:**

By computing the Pearson correlation coefficients between each statement and the degree of the total statement of the axis to which the statement belongs, the degree of internal consistency of the research tool

was ascertained. It turns out that the scale is legitimate for use and attaining the research's objectives since it is statistically significant at the level of (0.01), which indicates that the degree of truthfulness is high for all statements of the study variables.

**Table (2) The mean and standard deviation, Confirmatory factor analysis (PLS approach), Loading, Cronbach's Alpha (a), Composite reliability (CR), and Average Variance Extracted (AVE).**

Dimensions	Mean Statistic	St. D Statistic	Skewness Statistic	Std. Error	Kurtosis Statistic	Std. Error	Loading	R	Cronbach's Alpha	CR	AVE
<b>Creativity</b>									0.973	0.982	0.984
The restaurant makes great efforts to find new ideas	3.3569	1.20985	-.043	.088	-1.636	.175	0.912	0.922			
The restaurant is interested in developing new products	3.1284	1.50371	-.276	.088	-1.506	.175	0.917	0.911			
The restaurant is interested in encouraging, supporting and motivating creative people	3.0757	1.14194	.646	.088	-1.036	.175	0.925	0.929			
<b>Proactive</b>									0.925	0.943	0.987
The restaurant seeks to find new tools in the market	3.3890	.78804	-.807	.088	-.924	.175	0.846	0.928			
The restaurant seeks to follow the market leader's strategy in its marketing policies	2.9743	1.18771	.756	.088	-1.039	.175	0.836	0.937			
The restaurant constantly develops and promotes its products in an intensive manner	3.0501	1.21951	.556	.088	-1.360	.175	0.833	0.944			
<b>Customer focus</b>									0.922	0.936	0.902
The restaurant relies on discovering new creative ways to attract and retain customers	3.0526	1.37590	.125	.088	-1.500	.175	0.873	0.901			
The restaurant cares about receiving customer complaints and responds to them immediately	2.3941	.91405	.690	.088	-.529	.175	0.864	0.879			
The restaurant is interested in receiving customer suggestions for product development	2.4108	1.40900	.937	.088	-.460	.175	0.879	0.896			
<b>Risk Management</b>									0.926	0.941	0.971
The restaurant is interested in using methods to predict risks before they happen	2.1964	.39753	1.531	.088	.346	.175	0.943	0.872			
The restaurant is interested in taking advantage of the risks that competitors have taken	3.3569	1.20985	-.043	.088	-1.636	.175	0.923	0.937			
The restaurant works to remedy errors and deviations so that they are not repeated	3.2555	1.19347	.193	.088	-1.545	.175	0.937	0.885			
<b>reducing customer anger</b>									0.926	0.947	0.911
The restaurant takes customer complaints seriously	3.4942	.80225	1.164	.088	-.434	.175	0.844	0.934			
The restaurant apologizes to customers for any errors that occur and compensates them	3.1540	1.25200	.310	.088	-1.636	.175	0.836	0.946			
The restaurant is interested in receiving any suggestions from customers	4.0706	.72339	-.107	.088	-1.083	.175	0.851	0.871			
<b>Decreasing hatred of brands</b>									0.917	0.931	0.907
The restaurant cares about maintaining a good reputation	3.5969	.79639	.851	.088	-.898	.175	0.766	0.884			

Dimensions	Mean Statistic	St. D Statistic	Skewness Statistic	Std. Error	Kurtosis Statistic	Std. Error	Loading	R	Cronbach's Alpha	CR	AVE
The restaurant seeks to achieve loyalty and belonging to customers	3.9268	.81505	.135	.088	-1.482	.175	0.749	0.936			
The restaurant cares that the brand is always in the minds of customers	3.6393	1.42492	-.221	.088	-1.867	.175	0.775	0.912			
<b>Intention to re-deal</b>									0.945	0.966	0.899
Customers continue to buy from the restaurant as a result of the quality of services and products	4.4788	.49987	.085	.088	-1.998	.175	0.736	0.859			
Customers advise others to buy the restaurant's products	4.1861	.85895	-.367	.088	-1.548	.175	0.719	0.884			
Customers are interested in following all the new products offered by the restaurant	3.3042	.99413	.566	.088	-.733	.175	0.726	0.905			

**Table (3) Correlation coefficients between the variables of the study**

variables	creativity	proactive	Customer focus	Risk Management	reducing customer anger	decreasing hatred of brands	intention to re-deal
creativity	1						
proactive	0.949	1					
Customer focus	0.723	0.797	1				
Risk Management	0.987	0.987	0.784	1			
reducing customer anger	0.954	0.944	0.885	0.968	1		
decreasing hatred of brands	0.953	0.913	0.702	0.943	0.903	1	
intention to re-deal	0.827	0.917	0.854	0.885	0.857	0.817	1

### Research Stability

It turns out that the stability coefficient Alpha and the composite reliability coefficient (CR) are greater than 0.7 for all dimensions of the questionnaire variables, confirming the validity and correlation of the expressions of the questionnaire variables axes as well as the high level of stability of the tool used in the study and demonstrating its validity to accomplish the goals and objectives of the study. Table (2) shows the following:

There is an average level of creativity as one of the dimensions of entrepreneurial marketing for international fast-food restaurants in Egypt, where the arithmetic mean value was 3.187 with a standard deviation of 1.285, and all expressions related to creativity in international fast-food restaurants in Egypt came at the average level

There is an average level of proactivity as one of the dimensions of entrepreneurial marketing for international fast-food restaurants in Egypt, where the arithmetic mean value was 3.138 with a standard deviation of 1.065.

It is clear that there is an average level of focus on customers as one of the dimensions of entrepreneurial marketing for international fast-food restaurants in Egypt, where the arithmetic mean value was 2.619 with a standard deviation of 1.233, and all phrases related to customer focus in international fast-food restaurants in Egypt came at the average level.

It is clear that there is a medium level of risk management as one of the dimensions of entrepreneurial marketing for international fast-food restaurants in Egypt, where the arithmetic average value was 2.936 with a standard deviation of 0.934.

It was found from the foregoing that there is an average level of entrepreneurial marketing application in international fast-food restaurants in Egypt, where the arithmetic mean value was 2.970 with a standard deviation of 1.129.

It was found that there is an average level of ability to reduce customer anger at international fast-food restaurants in Egypt, where the arithmetic average value was 3.573 with a standard deviation of 0.926. One on the high level

It was found that there was a high level of ability to reduce hatred of trademarks in international fast-food restaurants in Egypt, where the arithmetic mean value was 3.721 with a standard deviation of 1.012. One on the high level

It was found that there is a high level of intent to re-deal with customers of international fast food restaurants in Egypt, where the arithmetic mean value was 3.990 with a standard deviation of 0.784, and that the expressions related to the ability to reduce the hatred of trademarks in international fast food restaurants in Egypt, one of them came at the average level and two phrases at the high level.

**Results**

The study conducted a statistical analysis to test the hypotheses (H1 and its sub-hypotheses) of the study, and the results were as follows:

Table (4) shows that there is a statistically significant effect of the

entrepreneurial marketing dimensions on the intention to re-deal at a significant level of 0.01, which clarifies the validity of the first hypothesis of the study (H1) and its sub-hypotheses (H1a, H1b, H1c, and H1d). It was found that the dimensions of the creativity variable can explain 85.3% of the changes that occur in the intention to re-dealing variable. Also, the dimensions of proactive variable can explain 79.1% of the changes that occur in the intention to re-dealing variable. Moreover, 88% of the changes in the intention to re-dealing variable can be explained by the changes of the customer focus. Finally, it was found that the dimensions of the risk management variable can explain 69.2% of the changes that occur in the intention to re-dealing variable. Therefore, roughly the entrepreneurial marketing variable explains 65.1% of the changes that occur in the intention to re-dealing variable, and the rest of the percentage is due to other variables that are not included in the study model.

*Table (4) Results of examining the study hypotheses (direct effects)*

hypothesis	independent variable	dependent variable	direct path coefficient	R <sup>2</sup>	Results
H1a	Creativity	Intention to re-deal	0.853	0.727609	Correct
H1b	Proactive		0.791	0.625681	Correct
H1c	Customer focus		0.88	0.7744	Correct
H1d	Risk Management		0.692	0.478864	Correct

*Table (5) Results of testing the study hypotheses (indirect effects)*

hypothesis	independent variable	Mediator variable	dependent variable	direct path coefficient	indirect path coefficient	Overall path coefficient	R <sup>2</sup>	Results
Second	creativity	decreasing hatred of brands	intention to re-deal	0.217	0.075	0.292	0.944	Correct
	proactive			0.175	0.044	0.219		
	Customer focus			0.203	0.053	0.256		
	Risk Management			0.164	0.024	0.188		
Third	creativity	reducing customer anger	intention to re-deal	0.214	0.045	0.259	0.923	Correct
	proactive			0.166	0.033	0.199		
	Customer focus			0.193	0.046	0.239		
	Risk Management			0.153	0.019	0.172		
Fourth	creativity	decreasing hatred of brands	intention to re-deal	0.219	0.063	0.282	0.953	Correct
	proactive			0.177	0.039	0.216		
	Customer focus			0.207	0.049	0.256		
	Risk Management			0.171	0.020	0.191		

Table (5) shows that there is a statistically significant effect to reduce brand hatred as a mediating variable on the relationship between entrepreneurial marketing and the intention to re-deal with customers of international fast food restaurants in Egypt at a significant level of 0.01, which illustrates the validity

of the second study hypothesis, and it was found that the dimensions of the marketing variable Entrepreneurship (creativity, focus on customers, proactivity, risk management), respectively, affects the variable of the intention to re-deal with customers of international fast food restaurants in Egypt when mediating the variable of reducing brand hatred. It was found that the dimensions of the entrepreneurial marketing variable explain 94.4% of the changes that occur in The variable of re-handling when mediating the variable of reducing brand hatred, which indicates an increase in the value of R2 (interpretation ratio) when using the mediating variable (reducing hatred of brands), which indicates that there is a positive direct effect of using the variable of reducing brand hatred as a mediating variable on the relationship between entrepreneurial marketing and intent Re-dealing with clients of international fast food restaurants in Egypt

It is clear from Table (5) that there is a statistically significant effect of reducing customer anger as a mediating variable on the relationship between entrepreneurial marketing and the intention to re-deal with customers of international fast food restaurants in Egypt at a significant level of 0.01, which illustrates the validity of the third hypothesis of the study, and it was found that the dimensions of the marketing variable Entrepreneurship (creativity, customer focus, proactivity, risk management), respectively, affects the variable of the intention to re-deal with customers of international fast food restaurants in Egypt when mediating the variable of reducing customer anger. It was found that the dimensions of the entrepreneurial marketing variable explain 92.3% of the changes that occur in The variable of re-dealing when mediating the variable of reducing customer anger, which indicates an increase in the value of R2 (interpretation ratio) when using the mediating variable (reducing customer anger), which indicates that there is a positive direct effect of using the variable of reducing customer anger as a mediating variable on the relationship between entrepreneurial marketing and intention Re-dealing with clients of international fast food restaurants in Egypt

Table (5) shows that there is a statistically significant effect of both reducing brand hatred and reducing customer anger as mediating variables on the relationship between entrepreneurial marketing and the intention to re-deal with customers of international fast-food restaurants in Egypt at a significant level of 0.01, which illustrates the validity of the study hypothesis. Fourth, it was found that the dimensions of the entrepreneurial marketing variable (creativity, focus on customers, proactivity, risk management), respectively, affect the variable of the intention to re-deal with customers of international fast-food restaurants in Egypt when mediating the variables of reducing brand hatred and reducing customer anger. Entrepreneurial marketing explains 95.3% of the changes that occur in the re-handling variable when mediating the variables of reducing brand hatred and reducing customer anger, which indicates an increase in the value of R2 (explaining ratio) when using the intermediate variables (reducing brand hatred and reducing customer anger), which explains The existence of a positive direct effect of using the variables of reducing brand hatred and reducing customer anger as mediating variables on the relationship between entrepreneurial marketing and the intention to re-deal with customers of international fast food restaurants in Egypt

## Discussion and Conclusion

- The results of the study indicated that the management of international fast food restaurants in Egypt needs to pay attention to working on developing new products that are compatible with the needs and tastes of consumers, and working to develop tools and methods that meet the needs and tastes of consumers. Contributing to increasing customer loyalty and loyalty to the brand, while paying attention to the immediate response to complaints
- There is a statistically significant direct effect of the dimensions of entrepreneurial marketing on the intention to re-deal at a significant level of 0.01, which clarifies the validity of the first hypothesis of the study. Dealing with customers of international fast-food restaurants in Egypt, and it was found that the dimensions of the entrepreneurial marketing variable explain 89.7% of the changes that occur in the re-dealing variable.

- There is a statistically significant direct effect to reduce brand hatred as a mediating variable on the relationship between entrepreneurial marketing and the intention to re-deal with customers of international fast-food restaurants in Egypt at a significant level of 0.01, which illustrates the validity of the second study hypothesis, and it was found that the dimensions of the entrepreneurial marketing variable explain 94.4% of the results. Changes that occur in the re-handling variable when mediating the variable of reducing brand hatred, which indicates an increase in the value of R2 (interpretation ratio) when using the mediating variable (reducing brand hate)
- There is a statistically significant direct effect to reduce customers' anger as a mediating variable on the relationship between entrepreneurial marketing and the intention to re-deal with customers of international fast food restaurants in Egypt at a significant level of 0.01, which illustrates the validity of the study's third hypothesis, and it was found that the dimensions of the entrepreneurial marketing variable explain 92.3% of Changes that occur in the re-handling variable when mediating the variable reducing customer anger, which indicates an increase in the value of R2 (interpretation ratio) when using the mediating variable (reducing customer anger)
- There is a statistically significant direct effect for both reducing brand hatred and reducing customer anger as mediating variables on the relationship between entrepreneurial marketing and the intention to re-deal with customers of international fast food restaurants in Egypt at a significant level of 0.01, which illustrates the validity of the fourth study hypothesis and shows that the dimensions of the variable Entrepreneurial marketing explains 95.3% of the changes that occur in the re-handling variable when mediating the variables of reducing brand hatred and reducing customer anger, which indicates an increase in the value of R2 (explaining ratio) when using the intermediate variables (reducing brand hatred and reducing customer anger)

### **Recommendations and future studies**

- The need for management of international fast-food restaurants to work on developing new products that are compatible with the needs and tastes of consumers and work to identify their desires in the form and content of the products that are offered
- The need to pay attention to encouraging creative workers who have the ability to find creative and innovative ideas that contribute to increasing the attraction of new customers and the preservation of existing customers.
- Restaurant managements develop marketing strategies and focus on everything that concerns customers and arouses their interest
- Work on developing tools and methods that contribute to increasing customer loyalty and loyalty to the brand
- Immediate response to customer complaints and work to solve them as quickly as possible, and pay attention to compensating the customer for any error that may occur on the part of the restaurant.
- Work to attract expertise and competencies of workers to contribute to raising the quality of services provided to customers
- Encouraging researchers to conduct more studies related to consumer behavior, how to work to attract and maintain them, learn about modern methods of product development, and how to increase customer loyalty levels to brands.

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