Impact of Social CRM (Customer Relationship Management) On Purchase Decision of Consumer: A Primary Data-Based Study in the E-Commerce Industry

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Abstract
In this day of cutting-edge technologies, social media is necessary for a business to remain competitive in the market. Social media may be used to manage and preserve close relationships with customers. This essay's goal is to investigate the various ways that social media aids in the development of management of client relationships. The importance of social media, as well as their use and development, are discussed. A key component of creating a CRM strategy is social media marketing. CRM focuses marketing strategy on the customer, whom it sees as the company's most important asset. Based on case studies and surveys, this essay explores the necessity of moving from standard CRM to social CRM. The researchers are interested in how CRM may develop with social media because social CRM is a relatively new field. The report emphasizes practical examples of how companies can use social media to increase sales and profitability, develop marketing, draw in new customers, maintain them, and develop loyal ones.

Keywords- Social Media, Customer Relationship Management, Consumer, E-Commerce, Industry, Business.

INTRODUCTION
Customer relationship management was first introduced in the 1980s under the name database marketing, but it started to take off in the middle of the 1990s. The concept was that a team would need to interact personally with each company client to create databases jam-packed with client information. Today's CRM applications can profit from the
benefits of upcoming technology. CRM applications can employ technology to collect and analyze data that can be used to predict customer behavior. Today's technology, computer engineering, and the Internet make up CRM. There are several definitions of CRM.

Bhatt & Shastri. (2018) found that “Customer relationship management may be characterized as a business strategy built on technological improvements and a customer-centric attitude greatly influenced by relational marketing." The assumption of interaction between the client and the organization on two channels is a crucial element of a CRM strategy (external communication). CRM seeks to maintain close contact with customers to determine the best ways to meet their demands and win their loyalty. Customer relationship management (CRM) has been the subject of numerous studies to examine its operations, how it influences customer loyalty and happiness, how it functions as a marketing strategy, and whether or not it has any bearing on consumer behavior. This study aims to supplement earlier research on the connection between CRM and consumer behavior. Social media and web technologies facilitate user interaction and communication (Behravan and Rahman.,2012). Businesses are now using social media to spread information about their companies. Big firms utilize social media platforms to interact with their clients. “Websites like Facebook, Twitter, MySpace, and others have a big influence on users' everyday life.” (Wu et al., 2009). Social media directly influences users' capacity to interact with others, exchange information, maintain their accounts, and communicate. At its most advanced level, social networking refers to the availability of technology that allows individuals to connect quickly, exchange their knowledge, and build communities online.

However, today, the most critical question is about something other than marketing strategy but what it is and how it benefits consumers and businesses (Khan et al., 2017). Businesses increasingly seek specialized strategies and methods to develop value from consumer involvement, previously held by individuals, to take advantage of this movement. Social media platforms like Facebook, Twitter, and YouTube give users fantastic possibilities to share and spread content about specific brands and product usage data throughout the globe. Consumers today are more knowledgeable and eager to research product attributes online before purchasing. Social media marketing is, therefore, essential in educating individuals, shaping their preferences, and influencing their purchase decisions (Abdullateef & Salleh, 2013). Social networking advertising has a long-term effect on customers' purchase intentions. A poll found that 61% of participants were more likely to purchase after witnessing compelling social media advertisements.

LITERATURE OF REVIEW

Keshavarz & Jamshidi (2018) demonstrated a direct correlation between
CRM implementation, organizational cohesion, customer satisfaction, and profitability in Bank x. Suppose a regression analysis suggests a margin of error below 5%. In that case, all components are highly entwined. "The deployment of CRM at Bank x has a favorable impact on customer retention and loyalty," and the unfounded theory is admitted. The results also align with an analysis of CRM studies in several countries, which discovered that introducing CRM programs boosted customer satisfaction, engagement, and retention, enhancing the Bank's profitability outcomes.

Malthouse et al. (2013) looked at the effect of internet marketing on consumer connections, brand equity, and buy intent for apparel businesses. A hypothesis and research objectives were designed to fulfill the study's aim. An intent model is created for the consumer. A quantitative approach is utilized to determine the links and their effect on the variables. The results of this study suggest that customer relationship management is the most critical element influencing purchase intention. Findings indicate that SMM improves interactions between service brands and customers. Hence, each activity made possible by using Twitter and Facebook improves brand equity, purchasing intentions, and customer relationships.

Chu and Kim (2011) mentioned that Thanks to social media technology, users may still actually engage on social media platforms where they can communicate and deepen their engagement by working with businesses. A conceptual model was developed using previous research when a gap in the literature was found. Customer interaction was an essential strategy in this study for maintaining the link across CRM and social networking sites. The study suggests the following after comprehensively analyzing theories and literature on CRM and CE methods. A coherent conceptual framework that combines social media technology and CRM efficiency measurements to promote engagement is essential for achieving financial presentation in the form of brand loyalty, CR, and CS.

Chauey, Joshit, and Zafar (2010) examined consumer behavior and brand perception in marketing, mainly in small and medium-sized businesses. In conclusion, this inquiry assesses the connections between customer happiness, client trust, and client loyalty. The study's primary goal is to examine the significance of client service (CS) as an intermediary in the connection involving customers, brand recognition, and customer retention.

Gebert et al. (2003) contributed that CRM will give online marketers an understanding of potential tactics with significant consequences for website design and online activities that add value to the product being given. The study will deepen our understanding of various archetypes of online consumers. By comprehending distinct consumer segments and the variations in their behavior, online merchants can pinpoint the demands of each
distinct group and facilitate their decision-making processes when customers are purchasing from their websites. Managers may support the tools that simplify the process and aid in their decision-making, enhancing the consumer experience by resulting in a quicker and more efficient process.

**Sudhakar and Ravindran (2012)** showed that all the hypothesis based on CRM was somehow correct. To put it another way, the impact of social management of customer relationships on client loyalty was significantly mitigated by consumer empowerment, which had significant advantages and disadvantages on repeat business. The fact that this study fills a vacuum in previous research to look into these links is its contribution to consumer behavior literature. In light of these findings, the study suggested that banks evaluate consumer empowerment and comprehend the barriers that prevent customers from migrating to competitors, in addition to continuously rewarding customers. Furthermore, given that the current study was cross-sectional, researchers were urged to do longitudinal studies to examine the same impacts.

**Zali & Heydarian (2012)** referred to the study's extensive collection of empirical data shows that while customer interaction with a business via social media platforms improves upselling efforts and lowers the risk of churn, it also results in a rise in the regularity of support requests from this group of consumers. The data demonstrate that significant changes in buyers' upselling behavior, turnover, support encounters, and eventually profitability are caused by the distinguishing interactions of consumers across the brand page. This is after accounting for all analyses, compensating for distortions in the selection, and resolving possible endogeneity problems.

**Ernst et al. (2011)** suggested that for Customers in New Delhi, Social networking websites are a popular tool used by Indians to validate their shopping selections. The majority of respondents thought of social media as an electronic kind of utterance. The preferences and opinions of customers influence the choices of new clients on these sites. Social media users said that decision-making was more straightforward and more enjoyable than for users of other information sources. Respondents frequently expressed happiness when they believed that the social media information was more significant in quantity and quality than anticipated. Overall, the results show how social networking sites have an important influence on purchasing decisions.

**Hawary and Aldaihani (2016)** discovered this in the study to answer the research questions. As a result, the developed study hypotheses were verified. The study found a clear and advantageous relationship between social media promotion and client connections. This may be a crucial signal for businesses to incorporate social media marketing into their plans to develop long-lasting client relationships. It should be emphasized once more that this research was
done in Serbia and that it demonstrates explicitly that Serbian consumers have a positive attitude toward accepting social media marketing.

**Objective:** To find the impact of social CRM (customer relationship management) on purchase decision of consumer

**Methodology:** This study is descriptive in nature in which the data were obtained from the 170 respondents from small and medium-sized businesses. The major business area covered in the study were Banking and Financial Services, IT and ITEs, Retail Management, Transportation, Tour and Travel. A checklist question was used to analyze and interpret the data. In a checklist question respondents choose “Yes” or “No” for all the questions.

**Data Analysis and Interpretations:**

**Table 1 IMPACT OF SOCIAL CRM (CUSTOMER RELATIONSHIP MANAGEMENT) ON PURCHASE DECISION OF CONSUMER**

<table>
<thead>
<tr>
<th>SL No.</th>
<th>Impact of Social CRM on Purchase Decision of Consumer</th>
<th>Yes</th>
<th>% Yes</th>
<th>No</th>
<th>% No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>S-CRM boosted customer satisfaction, engagement and retention</td>
<td>163</td>
<td>95.88</td>
<td>7</td>
<td>4.12</td>
<td>170</td>
</tr>
<tr>
<td>2</td>
<td>It helps in enhancing the Bank's profitability outcomes</td>
<td>157</td>
<td>92.35</td>
<td>13</td>
<td>7.65</td>
<td>170</td>
</tr>
<tr>
<td>3</td>
<td>S-CRM helps in increasing consumer connection, brand equity and positive purchase intent</td>
<td>161</td>
<td>94.71</td>
<td>9</td>
<td>5.29</td>
<td>170</td>
</tr>
<tr>
<td>4</td>
<td>It also helps in improving customer retention and brand recognition</td>
<td>159</td>
<td>93.53</td>
<td>11</td>
<td>6.47</td>
<td>170</td>
</tr>
<tr>
<td>5</td>
<td>It enhances the consumer experience by resulting in a quicker and more efficient process</td>
<td>149</td>
<td>87.65</td>
<td>21</td>
<td>12.35</td>
<td>170</td>
</tr>
<tr>
<td>6</td>
<td>Social media platforms improve upselling efforts and lowers the risk of churn</td>
<td>147</td>
<td>86.47</td>
<td>23</td>
<td>13.53</td>
<td>170</td>
</tr>
<tr>
<td>7</td>
<td>Rise in the regularity of support requests</td>
<td>136</td>
<td>80.00</td>
<td>34</td>
<td>20.00</td>
<td>170</td>
</tr>
<tr>
<td>8</td>
<td>Social networking sites have an important influence on purchasing decisions</td>
<td>131</td>
<td>77.06</td>
<td>39</td>
<td>22.94</td>
<td>170</td>
</tr>
</tbody>
</table>
Table and Figure 1 show the impact of legal awareness and women empowerment. It was found that around 95.8% respondents accept that S-CRM boosted customer satisfaction, engagement and retention, S-CRM helps in increasing consumer connection, brand equity and positive purchase intent (94.7%), it also helps in improving customer retention and brand recognition (93.5%), it helps in enhancing the Bank's profitability outcomes (92.3%), it enhances the consumer experience by resulting in a quicker and more efficient process (87.6%), social media platforms improves upselling efforts and lowers the risk of churn (86.4%), rise in the regularity of support requests (80.0%) and social networking sites have an important influence on purchasing decisions (77.0%).

**CONCLUSION**

Organizations must move quickly and exchange expertise more than ever in today's social world. Also, companies should communicate with customers based on their habits and interests, which necessitates a greater dependence on social media. Consumers look forward to obtaining customized, high-quality services. There is a strong case for organizations to include expanding social CRM in both their short- and long-term plans.

Social media has a tremendous impact on consumer behavior, undoubtedly changing
the format of contemporary marketing tactics and making the social network one of the most successful forms of advertising. With digital networks' benefits of boosting brand recognition, cultivating customer loyalty, and enhancing perceptions of quality, more companies will probably start using them in their marketing plans shortly. Brand equity and company worth will thus increase along with sales.

REFERENCE

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