

Influence of Customer Relationship Management on Online Shopping

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Abstract

The rapid development of internet user has made it easy and improved the online marketing in the global market, as a result the number of customer shopping online are increasing more than the number of customer using internet for others purposes, customer participations are the basic of every business success, because with customer, no business can survive or adapt with change that has been brought by new technology. Customer Relationship Management (CRM) can be understood as a revolving process during which companies interact with their customers, there by generate, aggregate, and analyze customer data, and employ the results for service and marketing activities, the purpose of this paper is to figure out the influence of Customer relationship management as motivational factor on online shopping in e-business environment.

Keywords: online shopping, online promotion, customer relationship management (CRM)

1. Introduction

The internet has made online shopping to become a social way to shop from all over the world. In the same way development of internet network and technology also give lots of potent to people using internet to go for online shopping, with online shopping customers and vendors can come together through the online business in a way that both parties can have good and sustainable business services. Online shopping provides customers with basic elements that will help customers to browse and made purchases at their convenience. This is possible for customers to achieve an efficient online marketing approach with organization. The challenges business faces today are globalization, deregulation, also the uniting of industries and the rise of online business. Due to these factors it has change the way organization study their consumers, for organization to developed and maintain their customers in a competitive environment. Organization have to do all they can to meet that level standard with their consumers. A successful company keeps their customers by providing their customer's needs.

2. Online Shopping

Individual's respond online shopping is the process of buying an items or service through the use of internet network. [1] The rapid growth of internet technology has made it for online shopping become one of the social ways of shopping, People have difference perceptions on online shopping which can be explained as a tendency to respond in consistently favorable or unfavorable manner with respect to a giving items or service, to a giving item is basically determined by his/her perception toward that item as well as the firm that item is produce.[2] There is strong relationship between intention and attitude in every customer, the more the favorable customer's attitude toward online shopping the more that customer (he/she) will have intention of shopping online.[4].

3. Consumer's attitude towards online shopping

Customers are the users in an e-marketing, many challenges are facing organization when trying to understand the requirements of their customers in order to meet their expectation. But due to rapid growth of internet and electronics economy customers are in control, therefor making it not difficult for the customer to move to competitor site. [16] A customer can only be willing to do business with an E-commerce if he/she can gets the value from his/her exchange with the that business. The online shopping offer service to consumers, it's a good match between the seller and the buyer, and the media to be used also have to be putting into consideration as well. [17] A customer's attitude toward an item is essentially considered by the set of his/her beliefs about the items. [18].

4. The Influence of Online Promotion on Online Shopping

Promotions are usually consisting of difference type of motivations which add value and attract customers toward the products. Promotions are used to make the customers and dealers to purchase more product than the rate of purchasing is also increases when consumers purchase in a large quantity. [5] Example when a customer intends to buy a product that is within he/she budget and the product is on promotion he/she will be willing to buy in a large quantity. [6] Online Promotion will help the organization to cut the threat of being tripped up by the multiplicity of laws. Online promotion will allowed the firm to have total control of its market promotion activities which are based on subject to regulation by the government.

5. Roles of CRM in online shopping

Customer relationship management is a kind of new business management model that joins organization technology and management tools together in other to increase and maintain the relationship between the firm and its customers. [7]. CRM has become one of the top strategic that most successful company's use today. Due to the new model communication technology, it makes it possible to have the whole enterprise business around the customer needs through the combinations of the traditional organization, supply chain management and enterprise resource for the increase of customer's loyalty, customer's purchase and profit with other enterprises benefit. [8] As CRM become the business strategic and tools for improving the firm productivity and maintaining their relationship with their customers as well. CRM also ensure that the right product is going to the customer at the right time for retaining good image of the firm. [9]. with the used of CRM company can know more about their customers and make use of its knowledge to trade more product and service [10]. CRM can make customer to have good perception on the products presenting them in the marketplace by the company, based on the CRM rules customers consideration as a crucial resource and assert for the company that gave value to the company and in return it achieve some value as well. [11] CRM also help to get important data needed from the customer's values, CRM save as tools for creating trust and making their customer to be convenience with what the company produce to them, attract new customers and retain the potential once. [12] For every company to be among the successful among its competitors most give good attention to the foundation and culture that they need as an infrastructure for their CRM system. [13]By giving this priority it will finally lead to obtain a good relationship with the customers and company can reduce its costs for sale and marketing. [14]. Furthermore customers can often ask question for any information they intend to about a specific product or service, they can also shop online without the any intermediary (staff) this reduce the time and money that will be used if there is any intermediary between the customer and the company. [15].

6. Discussion

A business can't survive in competitive environment without the great contribution from customer's satisfaction toward the products that are produced for them. However most of customers are prepared to go for products that have good image in the society and well known, rather than going for products that have no sustainable image in the eyes of the society. Nowadays businesses are facing more challenges than before, this is due to the growing of internet technology that has brought e-commerce in the business environment. Customer relationship management (CRM) gets to expand into e-commerce when online shopping comes into existing, applying many strategies to attract people that use internet to go for e-commerce (online shopping), CRM helps in increasing the growth of online shopping in e-business by introducing some strategies to call on people's attention to online shopping. One of the examples of these strategies is online promotion, online promotion is used to attract customer's attention to make shopping, and even it's not yet the time they budgeted for it. It gives the customer opportunities to get lots with a less price by cutting the normal price down to some certain level that enables customers to buy the product in an affordable manner.

7. Conclusion

The increase in the development of internet users has made it possible for the online shopping and promotion to be placed in e-commerce business environment, the number of customers that go for online shopping is becoming more than the number to customer using internet for other online activities. This is due to the rapid development of the internet technology as a whole. Internet has made online shopping to become one of the fastest and gain able online businesses that goes on in these days in global market, customer relationship management (CRM) helps in making online shopping successful in e-commerce business, by proving it certain strategies that increase and maintain good image of the products. Also it provides online shopping with strategies that will retain the relationship between the company and its customer.

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