

Assessing the Dimensions of E-Shopping Preferences by E-Sellers in Making CRM Valuable

Gaurav Gupta, Himanshu Aggarwal

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Abstract: As the world is growing more and more competitive, the e-customer experience is becoming more important to businesses. At the same time the e-customer himself grows more sophisticated, more demanding, and less loyal. There should be a proper aligned strategy to maintain synchronization between e-customer and e-sellers. CRM is a comprehensive strategy and process of acquiring, retaining, and partnering with selective customers to create superior value for the business and the customer. It is based on a rigorous segmentation analysis that involves the integration of marketing, sales, customer service, and the supply-chain functions of the organization to achieve greater efficiencies and effectiveness in delivering customer value. CRM is a crucial way in today's marketing, using customer knowledge to sustain business growth. It is important to have a strategy of customer acquisition and retention. This study examines the shopping behaviour of e-customers using primary data collected from 200 respondents by surveys. The rationale and dimensions of shopping were analyzed to elicit their views on shopping experience, frequency of shopping, shopping accompaniment and their favorite stores. The study revealed significant differences gender wise, age, income, education, occupation, place of dwelling etc. This paper also seeks to provide an insight into the shopping behaviour of males and females. The findings confirm that differences do exist in the shopping behaviour of the males and females. The study is giving a serious thought to the e-sellers to respond without delivery time lag to the specialized needs and demands of the e-customers to ensure their existence. CRM is a company-wide business strategy designed to reduce costs and increase profitability by solidifying customer loyalty.

Keywords: *e-Customer; Data Analysis; CRM; Relationship; e-shopping behaviour; e-shopping preferences;*

I. INTRODUCTION TO CRM

CRM means Customer Relationship Management, which is essentially designed to increase profitability and reduce cost by solidifying customer loyalty (Anderson et al., 2007). In fact CRM is a business strategy, which is designed, developed and accepted worldwide. The importance of CRM is increasing due to the challenging business environment faced by organizations throughout the world. There are many definitions of CRM but it is mainly used to identify continuous customer relationship marketing and management. It is a process that maximizes customer value through on-

going marketing activities. CRM is about perfecting relationships to maximize a customer's value over time. It also describes the strategy adopted by a typical company in order to gather customer information and to handle their interactions (Kim et al., 2006). CRM and E-Commerce programme are developed to make centralization of customer records. CRM is a crucial way in today's marketing, using customer knowledge to sustain business growth (Kong et al., 2010).

Due to the competition, many companies need to restructure, so that rather than business processes, customers become the thrust area. The company used to capture the information of every contact point of customer use like telephones, fax, e-mail or websites. This captured information is fed into the system by the company for further use (Chien and Chen, 2008).

The main aim of CRM is to capture customer needs, expectations and preferences, and develop trust amongst them to maintain long-term

*Department of CSE, Punjabi University
Punjabi University, Patiala (Pb), India
gaurav.shakti@gmail.com*

*Department of Computer Engineering, Punjabi University,
Patiala (Pb), India
himanshu.pup@gmail.com*

and smarter relationships (Iriana and Buttle, 2007). To achieve this, the organization needs customer data. This can be done by recording information via internet, call centre, personal contact, feedback, telephony, emails, complaints, suggestions etc. In other words every contact point with the customer needs to be processed carefully to record information and learn preferences. CRM software can be used to centralize the effectively recorded customer information and preferences (Khare et al. 2010). Powerful CRM tools allow the businesses to make the most effective usage of customer data.

E-sellers can provide products and services in accordance to the customer requirements and preferences (Williams and Paul, 2014). This ensures customer loyalty and develops long-term relationships, as customers will tend to buy more and more from this very website. The company may also provide some attractive rewards to retain their customers (Seema and Kumar, 2014). Some of these customers may suggest other customers to buy the products from this very company and thus attaching more customers with the company without any additional expenses from the company. Finally, these regular customers in the future are more likely to buy premium products or services.

CRM is a strategy used to learn more about customer needs and behaviours and accordingly will make stronger and long-term relationships with them (Chamola and Tiwari, 2014). For an e-business to have success good customer relationships are at the heart and CRM behaves like the valve that pumps a company's life blood. CRM is best suited in making successful businesses and to gain insight into the behaviour and value of customers by using key elements: people, processes, and technology. Success of an organization is achieved, if CRM is adopted and used effectively by their managers.

II. REVIEW OF LITERATURE

As the use of internet is growing day by day, the way goods are bought and sold need to be changed. Earlier businesses focused on production without having knowledge of sales and customers (Ueno, 2006). With the revolution of www and information technology the main aim is to build better relationship with customers (Winer, 2001). Most businesses face challenges with change in the needs of customers. As customer needs and preferences are changing dramatically, businesses began to explore what are the customer needs, and how the customer can be satisfied (Cil, 2012). This

study is an attempt to better understand Indian supply chain management practices (Park et al., 2013).

CRM is a systematic strategy that brings together information technology and marketing. Some people think it of in other way and do not rely in CRM. They have a negative opinion about CRM (Ueno, 2006). Most critical asset of any business is to explore customer knowledge (Khodakarami and Chan, 2014). Recently businesses are now giving attention to customers' knowledge that enables the organization to collect, manage and process customer data. The service quality provided by the Indian retail industry is very crucial for the success of this sector (Gopalan and Kumar, 2013).

The businesses are facing fierce competition in today's world. The best way to sustain is long-term relationships with the customers (Coussement et al., 2010). Companies having long relationships with the customers used to offer loyalty benefits to them, which prove a great marketing strategy in customer retention and also in building new relationships (Benoit and Poel, 2012).

It helps in integrating all the strategies and procedures adopted by the organization in order to keep track of all customer related information (Khan et al., 2012). CRM is a handy tool for the businesses in maintaining long lasting, valuable relationships with the customers. Most CRM software focuses on simplifying the organizations and management of customer information (Edelstain, 2009). To make a successful CRM, companies need to match their product with their customer requirements.

With the adoption of the CRM software, businesses have gained a comprehensive insight view of the market (Awasthi and Sangle, 2012). In the twenty-first century CRM has gained importance from both academia as well as industry. Earlier CRM project used to fail due to over stressing the functionality of CRM. But today, the company analysis the customer data extensively and provide it to CRM tools to get clear picture of customer requirements. The higher the customer satisfaction, the higher is the sales, which in turn leads to better supply chain performance (Mishra and Shekhar, 2013).

As the web organizations are using customer data in managing relationships, CRM has developed a separate identity. The focus of CRM is shifted from internal to external use of customer data (Saarijarvi et al., 2012). To increase the satisfaction and loyalty, the e-sellers can concentrate more on shopping characteristics (Hemalatha et al., 2013).

There is a phenomenal growth that has been observed in e-shopping during the last decade. As customers are increasingly rapidly for e-shopping or search for product-related information, website effectiveness has become critical for companies offering online transactions or information that could lead to a purchase (Satapathy et al., 2013). The research was an attempt to understand the role of customer decision-making styles on mall shopping behaviour. Various factors were studied and analysed to identify the factors most significant to Indian customers (Khare, 2012).

III. OBJECTIVE AND SCOPE OF STUDY

The objective of the study is as follows: -

- To explore e-customer expectations and preferences on the basis of data collected.
- To develop marketing strategies by focusing particular segment of e-customers and maintaining long-term relationships with them.
- To analyse the level of satisfaction

IV. RESEARCH METHODOLOGY

Analysis of shopping websites is done to study e-customers' perception and expectations. In the current scenario both buyer and seller are facing problems in buying and selling of goods. Sellers need

Size of the sample can be calculated as follows

$$SS = \frac{Z^2 * p * q * N}{e^2 * (N-1) + Z^2 * p * q} \quad (1)$$

Where

Z is level of confidence
p is response distribution
q is (1-p)
e is margin of error
N is Population

Population Source: -

<http://www.indiaonlinepages.com/population/punjab-population.html>

Sample Size Calculator: -

<http://www.raosoft.com/samplesize.html>

The research involves collection of data from the customer visiting at selected shopping

to plan, how to sale, what to sale and when to sale to maximize profit. Similarly e-customer demands for products with good quality and at cheaper prices. Both buyer and seller may achieve their goals through the use of CRM strategy.

The questionnaire is designed specifically to measure the e-customers' perspective during their visit to website and purchase of products. Customers were assessed according to the questionnaire-cum-interview process in order to understand their needs.

A. Sampling Scheme

Population is an entire set of individuals that are under consideration. Population may be finite or infinite. However, it is not possible to gather information of every individual from the population. In fact sample is a subset of population from whom data is collected to analyze any problem.

There are various ways of collecting samples. Samples can be categorized as probability samples and non-probability samples. A probability sample means each element has a known probability of being included in the sample and are based on simple random sampling, systematic sampling, stratified sampling, cluster/area sampling. But non-probability sample do not allow researcher to find the probability of each element and are those based on convenience sampling, judgment sampling and quota sampling techniques.

malls, plazas and marts. Stratified random sampling technique is used to collect the data.

With the population size $N=2,77,77,235$, level of confidence 95%, response distribution 50% and margin of error 7%, sample size is calculated as per formula (1) mentioned above is 196 (say 200). The population and the sample size selection are discussed in the Table-1.

Table-1 Sample Selection

Region	Districts	Population	Sample Districts	Sample Size
Malwa	Bathinda, Barnala, Faridkot, Fazilka, Fatehgarh Sahib, Ferozepur, Mansa, Moga, Chandigarh, Mohali, Muktsar, Patiala, Ropar and Sangrur	1,31,82,790	Bathinda, Chandigarh, Patiala and Sangrur	115
Doaba	Hoshiarpur, Jalandhar, Kapurthala, Ludhiana and Nawanshahar	86,84,458	Jalandhar and Ludhiana	55
Majha	Amritsar, Batala, Pathankot, Gurdaspur and Tarn Taran Sahib	59,09,987	Amritsar	30
Total		2,77,77,235		200

V. ANALYSIS & FINDINGS

The study was conducted among 200 customer from customers visiting different websites in the regions in order to analyze their preferences during their visit and purchase of products. This next section will cover the demographic profile which is discussed below: -

A. Demographic Profile

The perceptions of e-customers regarding e-shopping has been gathered through their responses on a specially structured survey and interview. But before elaborating their perceptions about e-shopping, it is relevant here to have an overview of their socio-economic characteristics. The distribution of respondents according to various socio-economic characteristics is described below: -

1) Age

A perusal of Table-2 below shows that highest proportion i.e. 25.50% of total respondents belonged to the age group of 20-30 years, followed by 22.00% from the age group of 30-40 years. The lowest proportion i.e. 16.00% was less than 20 years of age. A similar pattern was also depicted among male and female respondents. The proportion of male and female respondents who belonged to the age group of 20-30 years was 24.41% and 27.40% respectively. The mean estimated age was 36.18, 31.85 and 34.60 years for male and female and whole sample respectively. The mean age of the female was significantly younger than that of male respondents as indicated by the t-value of 2.13*.

Table-2 Age Demographic Profile

Demographic Profile	Male (N=127)		Female (N=73)		Total (N=200)	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Age (years)						
<20	18	14.17	14	19.18	32	16.00
20-30	31	24.41	20	27.40	51	25.50
30-40	25	19.69	19	26.03	44	22.00
40-50	24	18.90	15	20.55	39	19.50
>50	29	22.83	5	6.85	34	17.00
Mean	36.18		31.85		34.60	
t-value	2.13*					

2) Occupation

The examination of Table-3 below shows that majority i.e. 50.50% of total respondents were doing some business (industries, trading, etc.), followed by 18.50% doing service (government or private), 13.00% who were non-working (students or housewives). The lowest proportion i.e. 6.50% of

them was farmers. The proportion of respondents doing business was 59.06% and 35.62% among males and females respectively. Only about 4.00% of the male respondents were non-working as compared to 28.77% of female respondents. Thus, businessmen and servicemen were mainly involved in e-shopping. The occupational pattern differed significantly

between males and females as indicated by the chi-square value of 35.99**.

Table-3 Occupation Demographic Profile

Demographic Profile	Male (N=127)		Female (N=73)		Total (N=200)	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Service	20	15.75	17	23.29	37	18.50
Business	75	59.06	26	35.62	101	50.50
Agriculture	13	10.24	0	0.00	13	6.50
Retired	14	11.02	9	12.33	23	11.50
Non-Working	5	3.94	21	28.77	26	13.00
chi-square	35.99**					

3) Education

The highest proportions i.e. 28.50% of total respondents were enjoying the graduation level education, followed by 26.00% any other and 25.50% were post graduates. The lowest proportions i.e. 20.00% of them were having an education level up to matric/10+2. The similar proportions were observed among male and female respondents with an

education level of post graduation whereas it differs in other parameters as shown in Table-4 below. Therefore the e-shopping is a task for the considerable level of educational qualification. The educational pattern differed significantly between males and females as indicated by the chi-square value of 16.50**.

Table-4 Education Demographic Profile

Demographic Profile	Male (N=127)		Female (N=73)		Total (N=200)	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Matric / 10+2	19	14.96	21	28.77	40	20.00
Graduation	31	24.41	26	35.62	57	28.50
PG	33	25.98	18	24.66	51	25.50
Any Other	44	34.65	8	10.96	52	26.00
chi-square	16.50**					

4) Annual Income

As depicted in the Table-5 below, the highest proportion i.e. 37.00% of total respondents was having an annual income of more than Rs. 5 lacs, followed by 24.50% with Rs. 3-5 lacs and 20.00% with Rs. 1-3 lacs. Only i.e. 18.50% of them were having an annual income of less than Rs. 1 lac.

Gender wise analysis also depicted a similar pattern of income distribution. The mean estimated income came to be Rs. 395276 and 323973 in case of male and female respondents respectively. The annual income of male respondents was significantly higher than that of female respondents as indicated by the t-value of 3.47**.

Table-5 Annual Income Demographic Profile

Demographic Profile	Male (N=127)		Female (N=73)		Total (N=200)	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
<1 lac	20	15.75	17	23.29	37	18.50
1-3 lacs	22	17.32	18	24.66	40	20.00
3-5 lacs	31	24.41	18	24.66	49	24.50
>5 lacs	54	42.52	20	27.40	74	37.00
Mean	395275.59		323972.60		369250.00	
t-value	3.47**					

5) *Marital Status*

As listed in the Table-6 below, majority i.e. 55.50% of total respondents was single while the remaining 44.50% were married. The proportion of single persons came to be 62.99% and 42.47%

among male and female respondents respectively. The proportion of single respondents was significantly higher among males as compared to females as conveyed by the chi-square value of 7.91**.

Table-6 Marital Status Demographic Profile

Demographic Profile	Male (N=127)		Female (N=73)		Total (N=200)	
Marital Status	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Married	47	37.01	42	57.53	89	44.50
Single	80	62.99	31	42.47	111	55.50
chi-square	7.91**					

6) *Place of Dwelling*

As illustrated in the Table-7 below, the proportion i.e. 54.50%, 27.00% and 18.50% of total respondents was from urban, semi-urban and rural areas respectively. Among male respondents the proportion of those from urban and semi-urban areas

was 49.61 and 29.92% respectively while these figures for female respondents came to be 63.01 and 21.92% respectively. The pattern of locale did not differ significantly between male and female respondents as indicated by the chi-square value of 3.36.

Table-7 Locale Demographic Profile

Demographic Profile	Male (N=127)		Female (N=73)		Total (N=200)	
Locale	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Urban	63	49.61	46	63.01	109	54.50
Semi-Urban	38	29.92	16	21.92	54	27.00
Rural	26	20.47	11	15.07	37	18.50
chi-square	3.36					

Therefore, it can be said that, by and large, demographic profile of male and female respondents exhibited significant variation in the analysis. This may affect their perceptions about e-shopping in a corresponding way.

B. *Purpose of e-Shopping*

It is clear from Table-8 below that the most common purpose of e-shopping was easy shopping

reported by 35.50% of total respondents, followed by 30.00% for comparative shopping and 25.50% for time saving. The least common purpose of e-shopping came to be the other activity as reported by 11.00% of total respondents, followed by 22.00% for leisure activities. Only the purpose of easy shopping through e-shopping was reported by 26.77% of males which was significantly less than 50.68% of females as indicated by z-value 3.40**.

Table-8 Purpose of e-shopping

Purpose of e-shopping	Male (N=127)		Female (N=73)		Total (N=200)		
Parameters	Frequency	%age	Frequency	%age	Frequency	%age	Z-value
Time Saving	29	22.83	22	30.14	51	25.50	1.14
Comparative Shopping	39	30.71	21	28.77	60	30.00	0.29
Easy shopping	34	26.77	37	50.68	71	35.50	3.40**
Leisure Activity	24	18.90	20	27.40	44	22.00	1.40
Others	12	9.45	10	13.70	22	11.00	0.92

C. Perceptions of e-Customers about a Particular Website

The respondents were asked to register their level of agreement on various aspects related to a particular website for e-shopping in terms of 'strongly agree', 'agree', 'neutral', 'disagree' and 'strongly disagree'. These attributes were assigned weights in the respective order of 5, 4, 3, 2 and 1.

The feeling regarding a particular e-shopping website includes dimensions like usability, information quality, economic shopping, achievement shopping, service interaction, service quality, perceived risk, transactions, choice/product selection support, search for information, evaluation of alternative features of service providers, reorganization of personal needs and customer support & post sale service. The weighted mean scores were calculated and compared with the help of t-test.

The analysis given in Table-9 below indicates that highest mean of weights among male e-

customers, was search for information (4.13), followed by service interaction and evaluation of alternative features of service providers (4.12 each), service quality (4.00) and reorganization of personal needs (3.99). They were having neutral opinion on economic shopping (3.34), customer support & post sale service (3.24), achievement shopping (3.05), choice/product selection support (2.87), usability (2.70), information quality (2.66), perceived risk (2.55) and transaction (2.52).

Among female e-customers, the highest mean weight was on service quality (3.89), followed by reorganization of personal needs (3.78), service interaction (3.76), evaluation of alternative features of service providers (3.67), search for information (3.59), usability (3.58) and economic shopping (3.55). The female e-customers were having neutral opinion on choice/product selection support (3.41), achievement shopping (3.30), customer support & post sale service (3.13), information quality (2.84), transaction (2.80) and perceived risk (2.55).

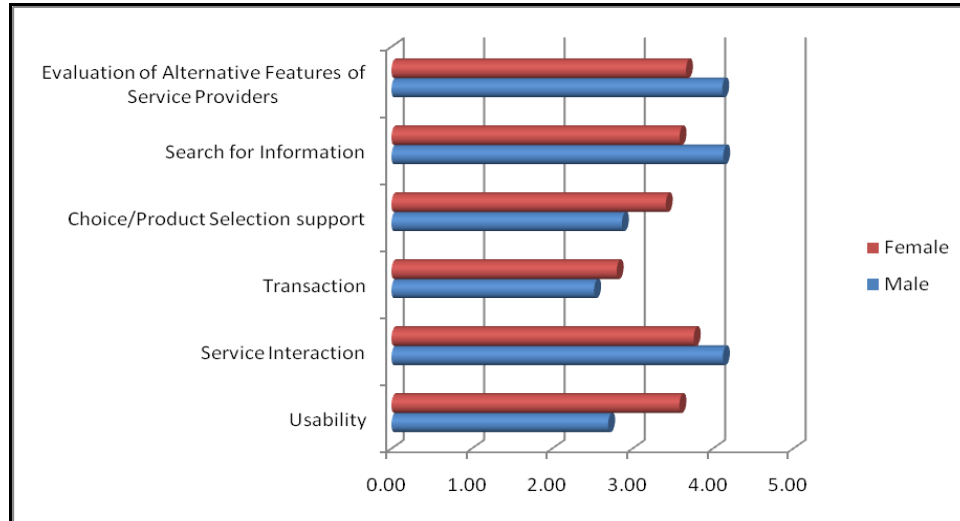
Table-9 Feeling Regarding Particular e-Shopping Website

Parameters	Male			Female			Male vs Female
	Mean	SD	Rank	Mean	SD	Rank	t-value
Usability	2.70	0.85	10	3.58	0.99	6	6.63**
Information quality	2.66	0.86	11	2.84	1.11	11	1.28
Economic shopping	3.34	0.88	6	3.55	1.04	7	1.52
Achievement Shopping	3.05	0.82	8	3.30	1.12	9	1.81
Service Interaction	4.12	0.80	2.5	3.76	1.13	3	2.63**
Service Quality	4.00	0.79	4	3.89	1.14	1	0.80
Perceived Risk	2.55	0.73	12	2.55	1.01	13	0.00
Transaction	2.52	0.77	13	2.80	1.10	12	2.11*
Product Selection support	2.87	0.89	9	3.41	1.32	8	3.45**
Search for Information	4.13	0.53	1	3.59	0.96	5	5.13**
Evaluation of Alternative Features of Service Providers	4.12	0.42	2.5	3.67	0.85	4	5.00**
Reorganization of Personal Needs	3.99	0.80	5	3.78	0.95	2	1.67
Customer Support & Post Sale Service	3.24	0.81	7	3.13	0.81	10	0.93

The significant difference between perceptions of males and females was calculated by using t-value. Only mean of significant perceived values for males and females is shown in Figure-1 below. According to the t-values, the extent of agreement on service interaction, search for information and evaluation of alternative features of

service providers was significantly higher among male e-customers while the extent of agreement on usability, transaction and choice/product selection support was significantly higher among female e-customers as compared to their respective counterparts.

Figure-1 Mean of Significant Values for Feeling Regarding Particular e-Shopping Website



D. Level of Satisfaction

The level of satisfaction of customers on a particular website for e-shopping includes two dimension namely overall customer satisfaction and overall service quality.

1) Overall Customer Satisfaction

The respondents were asked to register their overall level of satisfaction on a particular website

for e-shopping in terms of 'highly satisfied', 'satisfied', 'neutral', 'dissatisfied' and 'highly dissatisfied'. These attributes were assigned weights in the respective order of 5, 4, 3, 2 and 1. The weighted mean scores were calculated and compared with the help of t-test. The results so obtained have been presented in Table-10 below.

Table-10 Overall Customer Satisfaction

Level of Satisfaction	Male		Female		Total	
	Frequency	%age	Frequency	%age	Frequency	%age
Highly Satisfied	27	21.26	19	26.03	46	23.00
Satisfied	34	26.77	28	38.36	62	31.00
Neutral	26	20.47	12	16.44	38	19.00
Dissatisfied	32	25.20	10	13.70	42	21.00
Highly Dissatisfied	8	6.30	4	5.48	12	6.00
Mean	3.31		3.66		3.44	
t-value	3.16**					

As high as 54.00% of the total e-customers were satisfied and 27.00% were dissatisfied while the remaining 19.00% were neither satisfied nor dissatisfied. The proportion of male and female e-customers who was satisfied on a particular website for e-shopping was 48.03 and 64.38% respectively. The average score of satisfaction worked at 3.31 (neutral) among males and 3.66 (satisfied) among females. The level of satisfaction was significantly higher among females as compared to that among males as calculated by t-value 3.16**.

2) Overall Service Quality

The respondents were asked to register their level of satisfaction on a particular website for e-shopping in terms of 'highly satisfied', 'satisfied', 'neutral', 'dissatisfied' and 'highly dissatisfied'. These attributes were assigned weights in the respective order of 5, 4, 3, 2 and 1. The weighted mean scores were calculated and compared with the help of t-test. The results so obtained have been presented in Table-11 below.

Table-11 Overall Service Quality

Level of Satisfaction	Male		Female		Total	
	Frequency	%age	Frequency	%age	Frequency	%age
Highly Satisfied	27	21.26	17	23.29	44	22.00
Satisfied	40	31.50	30	41.10	70	35.00
Neutral	29	22.83	11	15.07	40	20.00
Dissatisfied	21	16.54	11	15.07	32	16.00
Highly Dissatisfied	10	7.87	4	5.48	14	7.00
Mean	3.42		3.62		3.49	
SD	0.67		0.74		0.71	
t-value	1.96*					

As much as 57.00% of the total e-customers were satisfied and 23.00% were dissatisfied while the remaining 20.00% were neither satisfied nor dissatisfied. The proportion of male and female e-customers who was satisfied on the overall service quality of a particular website for e-shopping was 52.76 and 64.39% respectively. The average score of satisfaction worked at 3.42 (neutral) among males and 3.62 (satisfied) among females. The level of satisfaction was significantly higher among females

as compared to that among males as calculated by t-value 1.96*.

E. Impact of Website Characteristics on Satisfaction

The impact of various website characteristics on level of satisfaction among e-customers was identified with the application of multiple regression analysis and the results of regression analysis have been presented in Table-12 below.

Table-12 Impact of Website Characteristics

Website Characteristics	Male		Female		Overall	
	β	t-value	β	t-value	β	t-value
Constant	0.37		0.41		0.40	
Usability	0.41	4.37**	0.34	5.11**	0.36	5.63**
Information quality	0.17	1.34	0.09	1.72	0.11	1.66
Economic shopping	0.12	1.96*	0.14	1.23	0.11	1.84
Achievement Shopping	-0.14	1.18	-0.11	2.81**	-0.12	2.62**
Service Interaction	0.05	0.81	0.09	1.16	0.07	0.97
Service Quality	0.31	2.54*	0.19	2.37*	0.23	2.50*
Perceived Risk	-0.11	0.98	-0.06	1.14	-0.07	1.09
Transactions	0.03	0.37	-0.05	0.51	-0.03	0.47
Product Selection Support	0.34	2.78**	0.22	3.16**	0.25	3.20**
Search for Information	0.22	2.17*	0.16	2.31*	0.17	2.24*
Evaluation of Alternative Features	0.37	6.01**	0.24	3.34**	0.25	3.55**
Reorganization of Personal Needs	0.12	0.87	0.06	1.14	0.08	1.08
Customer Support	0.18	2.48*	0.29	2.84**	0.21	2.73**
R-square	0.4137		0.4451		0.4284	
F-ratio	6.13**		3.64*		10.72**	

In case of total sample, the magnitude of R-square came to be 0.4284, which indicates that 42.84% of the variation in the level of satisfaction of e-customers was explained by the various website characteristics included in the regression model. The regression coefficients of usability (0.36), service

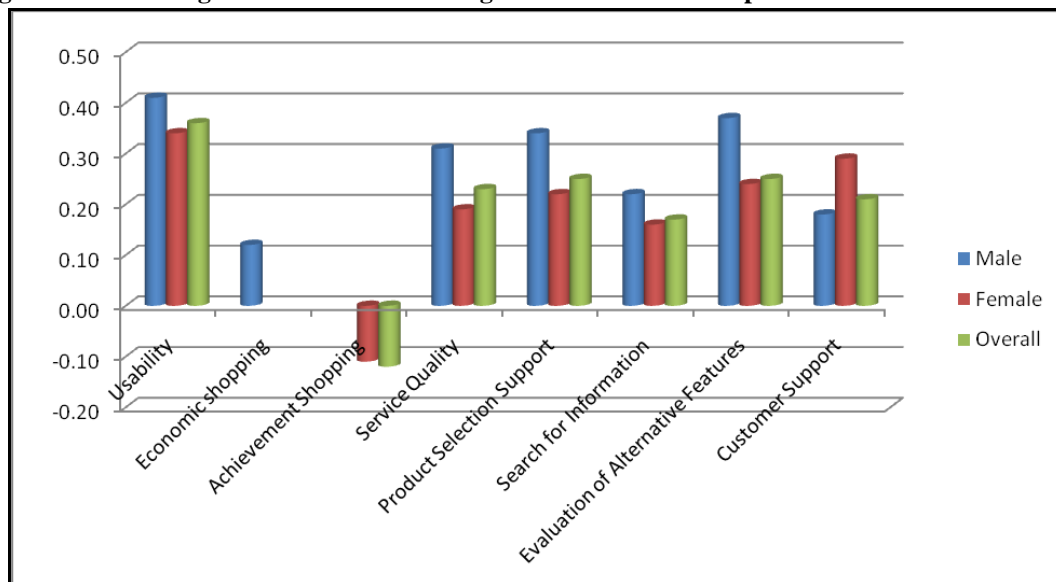
quality (0.23), product selection support (0.25), evaluation of alternative features (0.25) and customer support (0.21) were significantly positive. This showed that an increase in the extent of agreement among e-customers on these characteristics would lead to an increase in the level of satisfaction of e-

customer on a particular website for e-shopping. On the other hand, the regression coefficient of achievement shopping (-0.12) was significantly negative, which indicated that an increase in the extent of agreement on achievement shopping would lead to a decline in the level of satisfaction. All other characteristics were found to be non-significant.

In case of male respondents, the magnitude of R-square came to be 0.4137, which indicates that 41.37% of the variation in the level of satisfaction of e-customers was explained by the various website characteristics included in the regression model. The regression coefficients of usability (0.41), economic shopping (0.12), service quality (0.31), product selection support (0.34), search for information (0.22), evaluation of alternative features (0.37) and customer support (0.18) were significantly positive. This showed that an increase in the extent of agreement among male e-customers on these characteristics would lead to an increase in the level of satisfaction of male e-customer on a particular website for e-shopping. All other characteristics were found to be non-significant.

In case of female e-customers, the magnitude of R-square came to be 0.4451, which indicates that 44.51% of the variation in the level of satisfaction of e-customers was explained by the various website characteristics included in the regression model. The regression coefficients of usability (0.34), service quality (0.19), product selection support (0.22), search for information (0.16), evaluation of alternative features (0.24) and customer support (0.29) were significantly positive. This showed that an increase in the extent of agreement among female e-customers on these characteristics would lead to an increase in the level of satisfaction of female e-customer on a particular website for e-shopping. On the other hand, the regression coefficient of achievement shopping (-0.11) was significantly negative, which indicated that an increase in the extent of agreement on achievement shopping would lead to a decline in the level of satisfaction. All other characteristics were found to be non-significant as represented in Figure V-1 below.

Figure V-1 Regression Coefficient of Significant Values for Impact of Website Characteristics



The analysis revealed that the service providers need to focus on improvement in website characteristics like usability, service quality, product selection support, search for information, evaluation of alternative features and customer support & post sale services in order to enhance the level of satisfaction of e-customers. However, the achievement shopping needs to be discouraged.

VI. CONCLUSIONS & RECOMMENDATIONS

- The females started e-shopping in younger age as compared to the males.
- Business persons dominated the scenario of e-shopping
- The persons with high academic qualification are more interested in e-shopping as compared to those with low level of qualification. Moreover, the

academic qualification is higher among male e-customers than the female e-customers.

- The income of male e-customers is higher than that of the female e-customers.
- Single males and married females are more interested in e-shopping.
- Urban people are much interested in e-shopping as compared to the rural ones.
- The e-customers use to have e-shopping as it is easy and comparative shopping for them.
- The frequency of e-shopping is more among females as compared to that among males.
- Males spent more time on internet for e-shopping as compared to that by females.
- The duration of association with e-shopping about 3 years in case of males and 1.3 years in case of females.
- The importance of various issues related to a particular website for e-shopping was almost similar for male as well as female e-customers. The most important issues were service quality, search for information, service interaction and evaluation of alternative features service providers.
- Female e-customers were more satisfied with a particular website for e-shopping as compared to the male e-customers.
- Usability, service quality, product selection support, evaluation of alternative features of service providers and customer support & after sale services emerged as the significantly positive contributors of satisfaction among e-customers.

VII. FUTURE SCOPE & LIMITATIONS

The findings in the paper may help the e-sellers in assessing their customers and their needs effectively to a great extent. Customers' perception and expectation gives a clear picture that successful CRM is not influenced by the social factor. The study proposed various factors to the businesses in order to understand customer requirements and preferences. These factors may influence the managers to align the businesses with the services provided to the customers in building a successful CRM. Further the suggested factors may be useful in narrowing a gap between the businesses and customers.

The study is limited to the region, population, sticking to five point scales, considering the private sectors only. It can be enhanced by collecting data from different regions, by increasing population and

sample size and considering both private and public sectors. More research can be carried out to make the aligning model of CRM healthy, realistic and convenient to use. The study can also be done for larger time span and by shifting from retail to online customers.

Effective use of CRM is the best way to achieve the business goals like increase sales, retaining old customers and building long-term relationships. It gives rise to collect data about the customers, competitors, and other forces in the marketplace. After the proper collection of data, it needs to be analyzed to make relevant marketing decisions. Market research, customer feedback process, unique propositions may be the most important factors taken into consideration for customer build ups. In order to make CRM successful and to reduce the cost and increase profitability of business, comprehensive strategy must be designed and processed.

VIII. REFERENCES

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