

# Influence of Customer Relationship in Digital Marketing

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## ABSTRACT

*The use of digital marketing channels for building customer relationships and long-term loyalty has recently gained attention. In this report, it shows how brand communication, query management service, and interactivity can help marketers boost customer relationships. This paper talks about the impact of digital marketing on customer relationship management.*

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## INTRODUCTION

Marketing paradigm has undergone a sea change over the past decade. The internet has a profound impact on various industries but very few industries have witnessed a metamorphosis like marketing. Gone are the days when knocking on doors or cold calling was considered the easiest and most effective way of reaching out to consumers. Marketing professional back in 90's and 00's would have scoffed at the very idea that a decade or two decades later, companies would be able to run real time marketing campaigns.

## DIGITAL MARKETING

Digital marketing is one kind of marketing being broadly used to advertise goods and services to reach customers using digital channels. It extends beyond online marketing including channels that will not require the usage of Internet.

It provides mobile phones (both SMS and MMS), social media marketing, banner advertising, search engine optimization marketing and several other types of digital media. Through digital media, customers have access to information whenever and then for any place where they desire.

With the use of digital media, consumers do not just depend on just what the company says regarding brand but additionally they are able to follow what the media, friends, peers, etc. To look at the utilization of digital channels in marketing from a customer relationship viewpoint offers much assistance to a marketer.

Brand communication could be persistent and personalized, and various options for a dialogue exist. The

benefits of this include learning from and about customers, revealing certain requirements and interests, and being able to provide them with more personal service. From the customer context, the web has given chance to get up-to-date information with less effort to compare goods and services, and to get in touch with marketers. Moreover, in a very digital environment, customers increasingly use self-service and also have more choices to begin action (e.g. give feedback, check account balances, request and personalize marketing communication). From the customer context, perceived valuation on using digital channels and keep in touch with a marketer can come in several ways. It could be money, time, information, convenience, entertainment, assistance, social interactivity, prestige, or something else the customer enjoys. Building up a healthy relationship with a customer through digital platform can have a huge impact on business growth.

## CUSTOMER RELATIONSHIP MANAGEMENT

According to Russell et al. [1] customer relationship management is the new Intonation of marketing. Businesses like Oracle have come up with services and products and keyword Customer relationship management system and profit. Modern marketing shows for more developing and increase profitability of organization to produce good product, then attractive the whole of customer, the only way to get beneficial customer, marking relationship.

Although the customer was dived two part internal customer and external customer, the internal customer is employee of company so that employee partially is asset of organization because the organization depend on, the organizing must keep morality of their employee if they do not keep the productively become low so that the company must mark policy to improve their employee and motivation then training to increase their talent and skills , that is double

benefit of organization and employee, because they increase their productivity.

External customer is buyers the buyers they buy of organization, so that organization must the collect date relating their customer, in fortunately Company have not management information system that reason was responsible luck of good customer relationship.

Profit is a financial benefit that is realized when the amount of revenue gained from business work reduce the expanses, and also say the profit when total sales revenue is greater than total cost, for example the total sales of Geele general trading company was \$100,000 and the total cost was \$75,000 so that the researcher say the profit of this Geele general trading company become \$25,000.

The researcher justify the amount of profit of this company comes total sales reduce total cost to gain profit of company if the amount of sales was greater than the amount of cost the amount gain we called profit, if the amount of sales is less than the amount of cost we called loss and if they same we called break- even point means no gain no loss.

According to Al-Azzam [2] he says the customer relationship management First and leading, to form customer-oriented behaviors, organizations have to improve a suitable working environment for service in work. For example, giving staff with the current tools, and technology, customer satisfaction pursuing and complaints management systems, moving leadership, and right rewards systems can all make these behaviors [3].

Therefore, the achievement of CRM close depends on the vigorous involvement of the employees in the organization them self [4-6].

In finish, the customer-orientation strategy is one of an organization's resources to increase customer satisfaction and business income and is also a very significant measurement.

According to McMichael et al. [7] he say the main profit of organization to gain customer relationship more sales revue increase level of productivity and also have more business values like reduce direct marketing cost because when use the customer relationship management can easily know customer data if they complain or mark order and so help to contact and keep their relationship and attractive new customer, and increase customer satisfaction, then used the churn rate, the customer churn reduce as sales, service and marketing better respond to customer needs so that is measurement number of customer who stop using or purchasing product or service from the organization. That can track customers through the

World Wide Web and be able to forecast their forward moves wants and needs.

According Kotler et al. [8] he says the uses customer relationship management can changeable with customer relationship marketing. He says these CRM aim is to produce high excellence equity which he called customer equity. According Hogan et al. [9] further differentiates the three sectors of customer equity, relationship equity, brand equity and value equity. Researchers argue that CRM cannot be effective even if the organizations enjoy the most modern technology and adapt a customer oriented way, unless the project is finally integrated by them [10].

Further, as a confirmation for this point, Fan and Ku [11] stresses that CRM success requires effective service and suitable operation procedures, rather than only technological systems.

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## OBJECTIVES OF THE STUDY

The key objective of this study is to analyze the impact of digital marketing on customer relationship management.

## RESEARCH METHODOLOGY

### Sample size

The sample frame of the research refers to the individuals of the total population to Be questioned, thus, the sample size of this research was be 35 respondents including both lower and Higher staff, it was choose this sample size based on the observation that the sample of and above is enough to make inference about the entire Population.

### Purpose of the Study

Traditional marketing used to be the only source of marketing in the past. Over the past few years, we saw a new marketing tool and it's called digital marketing. The way of implementing marketing strategies have been modified.

Customers can directly talk to the marketers and provide feedbacks. Previously it used to one sided communication. There are few other things that are not the same anymore. To measure the impact of digital marketing on customer relationships, we have to run a study. The purpose of this

study is to emphasize and bring out the impacts of digital marketing on customer relationships.

**RESULT AND DISCUSSION**

In the following table, descriptive analysis shows the Mean. Value stands highest average and standard deviation.

	N	Minimum	Maximum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
Gender	35	1.00	2.00	1.2857	.07748	.45835
Age	35	1.00	2.00	1.7143	.07748	.45835
Status	35	1.00	3.00	1.7429	.08543	.50543
Experience	35	1.00	3.00	1.8857	.12815	.75815
education	35	1.00	4.00	2.2286	.10913	.64561
Valid N (list wise)	35					

**Table 1: Descriptive statistics**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.568	.322	.146	1.05918	.322	1.833	7	27	.122	2.685

**Table 2: Model summary**

The researcher shows this descriptive statistics the number of responded and show the stand division. This model illustrate the influence of CRM of the profit of organization so that shows R square (0.322), and so Adjust R Square (0.146), this study researcher was get profit of organization high impact the CRM.

It shows there is no CRM in main finding. The CRM is high influence, Organization profit, so that CRM was the responsible employee retention. Businesses have not use Management information system.

Also the researcher finding have not full capacity internet. Also the researcher finding have not use e-commerce, the reason the people have not knowledge Online Business and mostly citizen have not master card or credit card.

Companies have not department of CRM to keep customer satisfaction and luck of Management information system.

**CONCLUSION**

This study has investigated the effect CRM on the profit of organization for the period which spanned last 10 years, the researcher use regression model tool was used our study; found the CRM are high influence organization in India. The objective was to investigate the impact CRM on benefit of business in India. To explore the CRM important of business, Indian companies have not department of CRM to keep customer satisfaction. The author recommends the organizations select right workers then provide courses relate CRM, it recommends to establish any origination department of CRM.

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