

Research Article

Need of Social Media Application in Customer Relationship Management

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Abstract

This study examines the emerging field of Social Customer Relationship Management, which has gained popularity due to the widespread use of social media in organizations. Due to a lack of academic literature, the authors analyzed the change from traditional Customer Relationship Management (CRM) to the emerging Social Customer Relationship Management. The authors utilize a corporate perspective to provide theoretical and practical implications for adopting and using Social Customer Relationship systems in international organizations.

Traditional big data analytics lack the contextual components that social media storytelling and client participation do. There is a lack of study on how customer relations managers might integrate social media into their data analytics to enhance business performance. This qualitative case study explores how customer relations managers use social media in conjunction with current data analytics in Maharashtra, India. With the aim to extend existing literature of Social CRM adoption in enterprises, the paper takes off with an extensive theoretical framework. Hereby, the researchers intend to integrate related research areas of Social CRM, like relationship marketing, Social Media usage, CRM, adoption behavior and diffusion of innovations.

Keywords: Social CRM, Social media, Customer Relationship Management

Introduction:

Although research on social media use in marketing has been increasing over the last few decades, there are still numerous gaps with regards to studies on how customers and businesses interact on social media. Based on studies conducted by past researchers. According to Oyza and Agwu (2016), 50% of marketers claimed that their usage of social media did not assist them boost consumer engagement or increase sales. Social media creates a two-way communication link between businesses and their clients, revolutionizing the way they offer their products and services to consumers. However, how social media affects the customer relationship is still not well understood. Additionally, there is a lot of

potential in the research on the business model in an I S context [1,2]. The business model perspective has not been extensively explored in the social commerce research area. According to Osterwalder and Pigneur [3], it is essential that a company understands and uses an e-commerce model in the increasing complex and dynamic business environment. Osterwalder et al. (2005)[3] identified a business triangle, which is composed of business strategy, organisation and systems. They treat the business model as a building plan that stands at the centre of this triangle. Bloch et al. (1996)[4] also argued that the competition of business models is the only competition between companies, apart from as

technology and products. Business models can effectively guide companies that are implementing an e-commerce strategy and enable them to assess measure, change and deal with their business. To find opportunity, organization need intense amount of vision and creativity to identify and seize opportunity [6]. Information systems that grab opportunities are called Strategic Information Systems. In other words SIS is defined as the “information system that support or change the enterprise’s strategy” [5].

Scope of work: The overall business problem is that corporate executives are not embracing social media to promote client engagement, which might result in a loss of profit. The specific business issue is that some business owners lack social media marketing methods for increasing client interaction. The aim of this study is to identify the role of social media in the e-commerce context, especially with focusing on customer relationship aspect. Further to find out how and how much social media use contributes to or damages the customer relationship. This research is conducted to evaluate empirically the direct and the indirect impact of social CRM practices on organizational performance through social CRM. Due to emergence of Information technology, number of businesses had to change their business model and convert their selves towards information technology oriented Business Model to take advantage over their competitors [7]. The study's findings may help to social change by allowing more company owners to learn new tactics for engaging with consumers through social media, perhaps leading to job creation and improved economies in local areas.

Research Setting

I gave the participants for this study the option of being interviewed in person at a public location of their choosing, via telephone conversation, or via video conference.

The 30 participants had different preferences in that 24 (80%) chose to be interviewed by telephone, and the remaining 06 (20%) chose a

video conference. Data collection occurred during the 2020-2022, which accounts, I believe, for why participants declined the face-to-face option. The research participants spanned different industries and companies. During the research and data collection, I used an interview protocol in every interview to support fluency, accuracy, and ethical practice. The average duration of the interviews was 25 minutes from the start of the introduction to the close of the interview script. I completed a robust review of the literature prior to the data collection. The inclusion criteria were clearly articulated within the recruitment social media and e-mail posts or documents, and a brief verification of the inclusion criteria was completed again prior to the confirmation of the interviews. The persons participated in this study came from start-ups and major corporations and customer participants across industries in Maharashtra and had substantial career experience, with 19-30 years in their roles.

Data Collection

During the interviews, an interview script was used to welcome each research participant, overview the interview process, and engage in the questions and subsequent responses. Research participants were also made aware that throughout the interview they could recuse themselves if they did not want to continue with the interview. Each of the 30 (100%) research participants agreed to the transcriptions without changes. The aim of this questionnaire is to collect data, which is used to describe the customer’s opinions about the impacts of social media on the customer relationship in e-commerce, and further to test the relationship between social media and each aspect of the customer relationship. As we only have one chance with our respondents in a questionnaire-based survey, we thought about how to collect and analyze data carefully before we design questionnaire and go out to collect data. In our research model, there are seven elements: which assume a positive relationship between social media and the other

elements. For the questionnaire design, it is possible to use previously tested questions and to follow generally accepted guidelines

Ethics

We obtained the agreement of each respondent before we delivered the questionnaire to him or her. Additionally, we expressed our appreciations for all the students who were asked to do the survey whether they accepted our request or not.

Results:

The central theme from the data analysis was communication. Communication was directly mentioned in all 30 (100%) of the research participants interviews and was discussed in multiple facets based on their roles and responsibilities. The theme, management responsiveness by knowing your consumers, was identified as integral to customer relations

managers roles and responsibilities. This in turn, was essential to the company’s performance and return on investment (ROI). The research participants worked across many industries which included kitchen apparel, clothing retail, municipal services, pharmaceutical sales, automobile manufacturing, IT and sales. All 30 participants (100%) stated that responsiveness is directly related to knowing one’s customers and consumers at large within the social media space. First, the researchers separately focused on the distinct adoption influence factors and during the study it was observed that some factors probably influence each other. Consequently, it makes sense to further study how the different influence factors interact with each other in the near future and thus generate new implications with regards to Social CRM adoption.

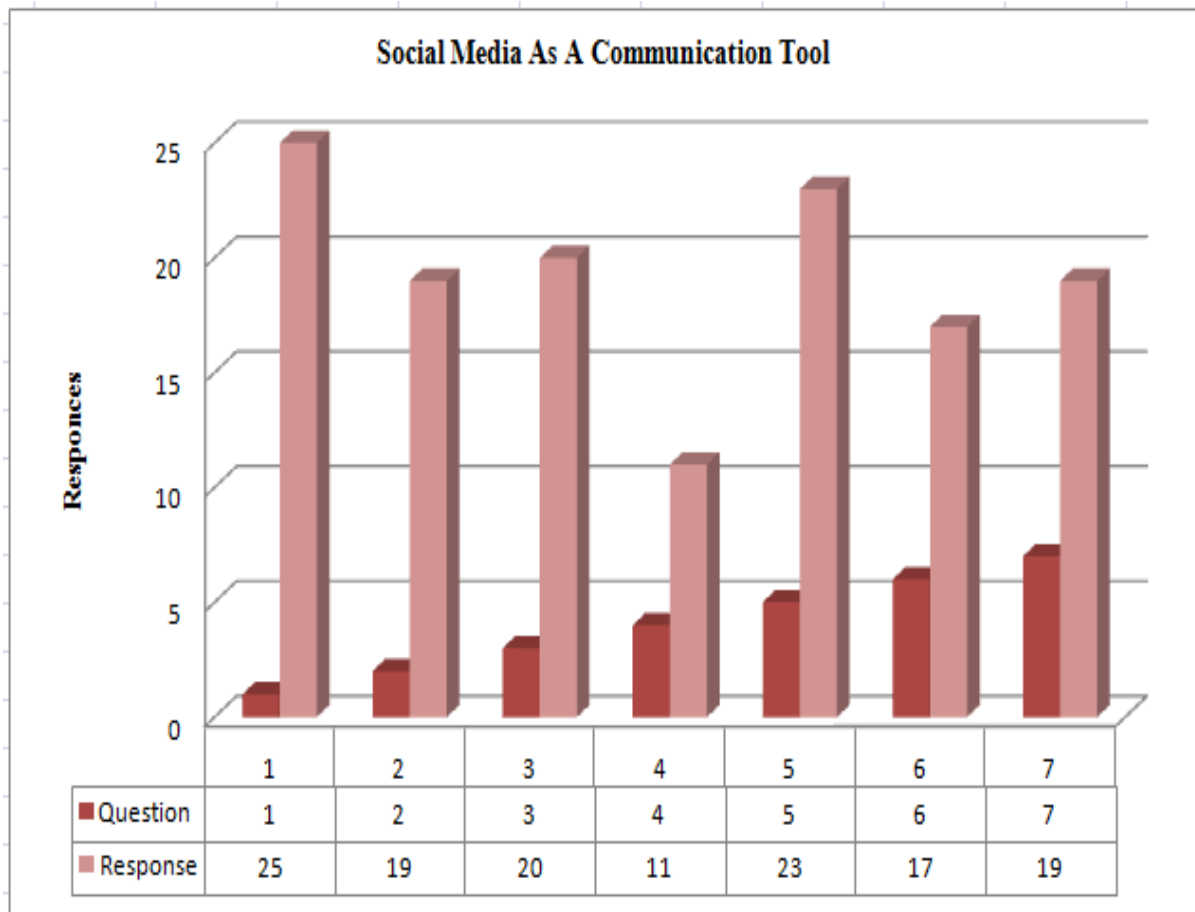


Fig1: Social Media As A Communication Tool

The questionnaire collected from the participant and the results are shown here. like Social Media As A Communication Tool having 25 responses as YES for question 1 and 23 responses as YES for question 5.

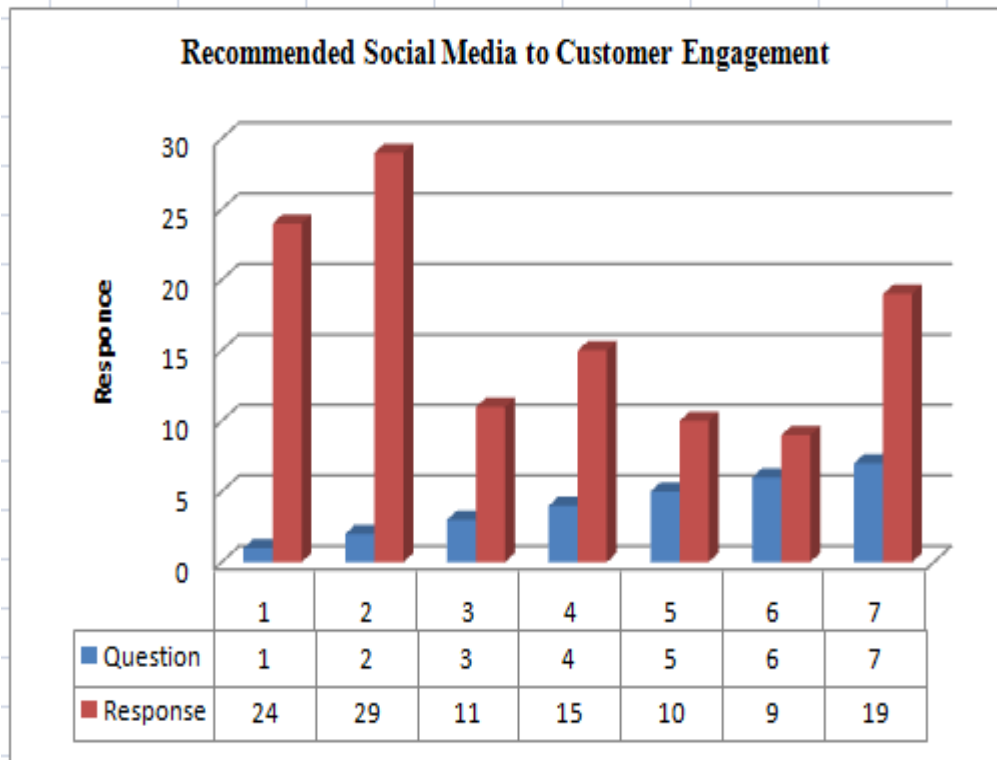


Fig2: Recommended Social Media to Customer Engagement

Question	Total respondents	% of respondents
Social Media is effective tool As A Communication Tool	30	100
do you measure the success of social media marketing strategy implementation?	30	100
did your customers respond to your use of different social media marketing strategies?	30	100
did you accomplish through your use of social media marketing strategies?	30	100
challenges you experienced when you used social media marketing strategies to engage your customers?	30	100
did you do to overcome the key challenges experienced when you used social media marketing strategies to engage your customers?	30	100
Would you Recommends Social Media to Customer Engagement?	30	100

Table1: Frequency and Percentage of Participants Who Responded to Each Theme

The main findings identified among all Interviewees demonstrate that an implementation of a Social CRM tool can have mainly a positive impact on companies that operate with an international scope. Since Social data is pulled automatically from Social Media channels and analyzed through the system, companies can easily and directly target, approach and engage with prospects and customers in different markets and languages. This can drive sales performance and strengthen a company's overall Customer Relationship Management. However, implementing a Social CRM tool on a global basis can become a complex and long lasting roll-out process, because many factors need to be considered. Data privacy and legal regulations as well as trainings of employees and a lot of different departments that are involved can impede a successful and effective usage of the tool.

Discussion and Conclusion:

Social media is growing fast and continuously. An organization with a social CRM system will build better relationships with customers, growing and gaining trust and confidence. Customers are exchanging ideas over social networks and the information revealed should be used by the organizations to create products and services that satisfy better clients' needs and generate profit for the company.

Limitations and future research

We recognize several limitations of this study, many of which offer research opportunities for scholars. First, the study sample was cross-sectional and represented a very broad and diverse set of industries. Given that durable business relationships develop over time, a longitudinal study can better inform our understanding of how relational investments develop into reciprocal norms that can aid salespeople. Further, it is possible that the relationships tested in this study may be less applicable to certain industries that may not see demand among customers for social media use. Future studies examining the applicability of

these findings to different industries and settings is necessary and encouraged.

Recommendations for Further Research

The purpose of this qualitative multiple case study was to explore social media marketing strategies used by business leaders to increase customer engagement. Four themes emerged from the use of thematic analysis: (a) social media marketing strategies used, (b) social media platforms used, (c) measuring social media marketing success, and (d) key challenges and advantages of social media marketing use. The study should be expanded to understanding how social media marketing strategies can increase profitability.

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