

# Analyzing the Impact of Electronic Customer Relationship Management on Customer Satisfaction and Retention in the Passenger Car Industry of Tirunelveli District

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## Abstract

The term "Electronic Customer Relationship Management" (E-CRM) denotes to internet-based technologies. Several E-CRM tools are utilized to accomplish the objectives of customer relationship management. These include of forums, chat rooms, webpages, emails, and other forms of communication. This technology streamlines processes related to sales, marketing, and customer service, among others. The main topic of this study is whether or not E-CRM has an impact on client retention and satisfaction. This study has well-defined objectives. It looks at how E-CRM raises customer satisfaction in the Tirunelveli District's passenger automobile market. Additionally, it aims to evaluate how E-CRM aids in client retention within the same industry. Furthermore, the study pinpoints crucial E-CRM procedures that boost client loyalty and pleasure among Tirunelveli District passenger automobile purchasers. The study focuses on the population of passenger car customers, which is vast and difficult to quantify, as the research employs a convenient random sampling technique. For this study, 120 participants were chosen randomly. The data comprises primary and secondary sources. Major discoveries indicate a noteworthy connection between the type of work and passenger car clients who make use of E-CRM practices. Of the 120 respondents, 57 (47.5%) cited Trust and Reliability as the most important factors, suggesting that customers place a high value on services that are trustworthy and dependable. The study concludes that E-CRM is necessary to improve customer satisfaction and retention.

**Keywords:** Customer Retention, Customer Satisfaction, Tirunelveli District.

## Introduction

Chaffey, D. (2019) characterizes Electronic Client Relationship Administration (E-CRM) as a web-based approach to finishing client relationship administration targets utilizing advanced innovation like as emails, networks, chat-rooms, and other computerized stages. In a assortment of businesses, counting the quickly advancing car division,

E-CRM is fundamental for overseeing and upgrading client encounters by mechanizing forms like deals, showcasing, and client benefit. Moreover, within the traveler car showcase of Tirunelveli Area, E-CRM is getting to be a imperative facilitator of client fulfillment and dependability, handling issues like changing client desires, rising competition, and the request for custom-made administrations.

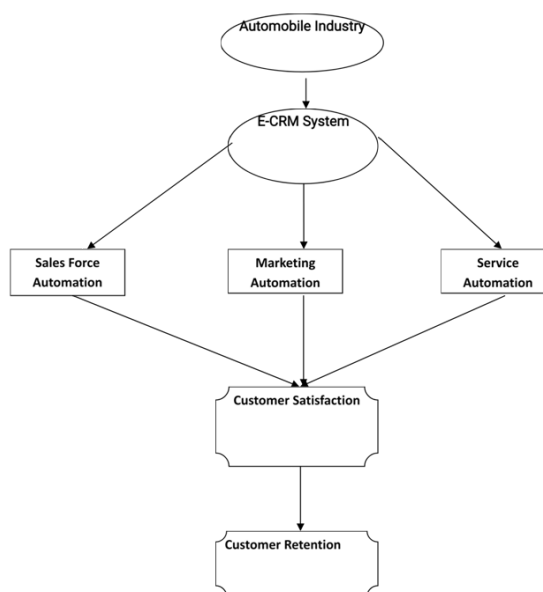
The essential impediment is understanding how E-CRM may effectively increment client joy and devotion (Buttle, F., & Maklan, S., 2019). With the heading “Looking at the Impact of Electronic Client Relationship Administration on Customer Satisfaction and Dependability within the Traveler Car Segment of Tirunelveli Area,” this study centers on these issues and looks for to supply answers. It looks for to:

Analyze the commitment of E-CRM in moving forward client fulfillment (Rahimi, R., & Kozak, M. (2017). by upgrading communication, conveying personalized administrations, and successfully tending to client prerequisites.

Survey the effect of ECRM on clients loyalty by building believe, keeping up reliable benefit quality, and expanding client engagement.

Distinguish fundamental E-CRM methodologies that advance fulfillment and devotion, such as utilizing information analytics for moved forward decision-making, giving consistent online administrations, and guaranteeing provoke follow-ups.

Through the examination of these components, the inquire about proposes that embracing centered E-CRM (Eid, R. (2012). Techniques can help companies within the traveler vehicle industry in addressing these deterrents, keeping up client devotion, and accomplishing long-term development inside a competitive scene.



**Figure 1 E-CRM in Automobile industry**

### Need of the study

The significance of E-CRM in today’s vicious trade environment, especially within the traveler car segment, makes this think about essential. As client desires rise and innovation proceeds to advance, car producers and dealerships must actualize imaginative techniques to improve client fulfillment and cultivate long-term connections. Businesses may connected with clients in genuine

time with e-CRM arrangements, advertising individualized administrations that upgrade the client encounter in common. This think about is critical since it points to survey how well E-CRM strategies work within the Tirunelveli District's traveler vehicle industry and how they influence client fulfillment.

Past guaranteeing client joy, the traveler car industry's long-term victory depends on keeping shoppers. With an progressively competitive showcase advertising various choices, keeping up client devotion has ended up more challenging, making the part of E-CRM more basic. This think about will look at the relationship between E-CRM hones and client maintenance, pointing to get it how computerized apparatuses contribute to reinforcing client dependability. By centering on the Tirunelveli Locale, this inquire about addresses a territorial crevice, as restricted thinks about have investigated the flow of littler markets, which may contrast essentially from bigger metropolitan zones.

Moreover, distinguishing key E-CRM procedures that improve client fulfillment and maintenance is fundamental for businesses to refine their client engagement approaches. This study will give profitable experiences for car producers and dealerships in Tirunelveli Area, empowering them to actualize customized E-CRM arrangements that cater to neighborhood showcase requests. Creating effective client relationship administration techniques can offer assistance firms keep up a competitive edge whereas developing persevering client dependability. This may be accomplished by picking up a more profound understanding of customer inclinations and propensities in this locale.

Since Electronic Client Relationship Administration (E-CRM) is now a imperative apparatus for companies to preserve their competitiveness, especially within the traveler vehicle division, this ponder is required. Vehicle producers and dealerships must utilize modern strategies to raise client fulfillment and make persevering associations as buyer desires rise and innovation creates. E-CRM devices offer assistance businesses interface with customers instantly and offer personalized administrations, driving to improved customer involvement. The reason of this consider is to explore the degree of E-CRM's utilization within the Tirunelveli Locale traveler vehicle sector and its effect on client fulfillment.

Client maintenance is fair as critical as client fulfillment for long-term victory within the traveler car advertise. Since clients have numerous choices, keeping existing clients is getting to be more troublesome. This illustrates the esteem of E-CRM in holding clients. The consider will examine how E-CRM and client devotion are related in arrange to decide how computerized innovations help in client maintenance for firms. It'll moreover fill a crevice in inquire about by centering on the Tirunelveli Area, a showcase that has not been considered as much as bigger cities but may have special characteristics.

Companies must decide the E-CRM procedures that have the foremost affect on client maintenance and fulfillment. This will offer assistance them make way better client engagement techniques. The consider will give valuable bits of knowledge for car producers and dealerships in Tirunelveli Locale, making a difference them create E-CRM arrangements that suit their showcase needs. Businesses may upgrade their client relationship administration strategies by comprehending the inclinations and behaviors of their clients in this region. This will permit them to remain competitive whereas assembly client needs more viably.

## Statement of the Problem

Client fulfillment and maintenance are exceptionally vital within the traveler car industry. To construct long-term client connections, businesses must utilize successful techniques. In Tirunelveli Locale, the traveler car advertise is developing, and competition is expanding. Clients

too have higher desires. Upgrading client intuitive, boosting bliss, and developing dependability are all made conceivable by electronic client relationship administration, or E-CRM. In any case, not much consider has been done on how E-CRM impacts client maintenance and fulfillment in this division, especially in Tirunelveli Locale.

This consider endeavors to shut this crevice by examining the ways in which E-CRM influences client maintenance and satisfaction among Tirunelveli Locale traveler vehicle buyers. The most center is to understand if E-CRM frameworks meet client needs, progress communication, and make a much better involvement. Another critical question is which E-CRM techniques work best for keeping clients in this competitive showcase. The ponder will give valuable bits of knowledge to assist businesses move forward their client relationship administration and increment client dependability.

### **Objectives**

The objectives of this study move with framed problems. Following are the objectives

1. To investigate how Electronic Customer Relationship Management (E-CRM) contributes to improving customer satisfaction in the passenger car industry of Tirunelveli District.
2. To examine the effect of E-CRM on retaining customers in the passenger car sector of Tirunelveli District.
3. To determine the essential E-CRM strategies that enhance customer satisfaction and loyalty among passenger car buyers in Tirunelveli District.

### **Methodology**

This study the research used both quantitative and qualitative. Population, sample size, area of the study, method of data collection, statistical tools, and questionnaires are the few heads used in this research methodology.

### **Population**

Under this study the population used is passenger cart customers. Population of this study is uncountable.

### **Sample Size**

The sample size for this study is 120.

### **Area**

Area selected is from Tirunelveli District.

### **Method of Data Collection**

In this study, primary and secondary data are used. Secondary data is gathered from journals, e-sources, and other sources, while primary data is obtained via respondents' responses. This study comprises both qualitative and quantitative research. Questionnaire was framed for the study. Since the study is made with convenient random sampling technique. Conveniently the sample size for this study is fixed as 120.

### **Statistical Tools used**

The study comprises the statistical tools of following: simple percentage, correlation, mean, median, standard deviation, skewness, kurtosis.

## Questionnaire Description

Structured Questionnaires were framed and issued to respondents for getting primary data. Primary data were collected directly passenger car customers in Tirunelveli District. Questionnaire is classified into two components such as: Socio – economic factors that influence impact of E-CRM among passenger car Customers and level satisfaction received by passenger car customers towards E-CRM practices.

## Limitations

This study limited with the following limitations:

- This study limited with Tirunelveli district due to time constraint
- Under this study sample size is limited with 120
- Passenger car customers alone used for this study.

## Review of the Literature

1. Pestek Almir et al. (2011) investigated the impact of E-CRM on Bosnia & Herzegovina's rental vehicle agencies' efficiency. The study examined how often these agencies use E-CRM in their daily operations and how it impacts their business. It also showed that agencies that understand the importance of E-CRM see higher profitability through better customer retention and attraction. Major automobile rental companies in Bosnia and Herzegovina were interviewed in an organized manner for the study. Three main conclusions were drawn from the data. First, the majority of agencies acknowledge the role that E-CRM plays in day-to-day operations. However, E-CRM is mainly used by agencies that operate under foreign licenses or franchises. Second, many agencies do not use E-CRM due to a lack of resources, limited knowledge of advanced technology, and financial challenges. Third, organizations who employ E-CRM think it boosts revenue and helps sustain long-term client connections.

2. Ng Kim-Soon et al. (2012) discovered that small businesses utilize basic E-CRM solutions to handle information and enhance customer interactions. This helps them gain a competitive advantage. However, the way small companies use E-CRM is different from large companies. The study used the technology acceptance model to analyze how E-CRM affects business performance. It concentrated on 71 small auto dealerships in the town of Batu Pahat. Small and medium-sized businesses (SMEs) hardly ever use relationship marketing concepts. The researchers investigated the relationship between internet-based CRM and business performance using multiple regression and mean tests.

3. Hossein Vazifehdust et al. (2014) said that each market must adjust to its demands and needs in order to thrive. Banks provide web-based and online services in the financial services industry. The three main components of several E-CRM models are people, procedures, and technology. The three types of CRM and eCRM are interactive, analytical, and operational. This survey was carried out at Iranian Maskan Bank branches in the second half of 2012. Both bank personnel and clients received surveys from the researchers, who employed random sampling. Following validation of the research's validity and reliability, the data was analyzed using regression and Pearson tests. Some aspects, such as speedier transactions, cheaper prices for online exchanges, and ongoing improvements to electronic services, surprisingly, had no discernible impact. These elements were eliminated from the study model. After that, balanced scorecards were made for every area, and useful strategies were recommended. Finally, a strategic plan was designed and outlined.

### Analysis and Interpretation

In this study, simple percentage, correlation, mean, median, standard deviation, skewness, and kurtosis were also calculated. (Gupta, S. C., & Kapoor, V. K. (2020))

**Table 1 Evaluating the Impact of E-CRM on Improving Customer Satisfaction**

Response Distribution	No. of Respondents	Percentage
Awareness and Accessibility of E-CRM Tools	15	12.5
Personalization and Communication	48	40
Overall Satisfaction	57	47.5
Sum	120	100

### Primary Data

According to the following table, E-CRM is crucial for raising customer satisfaction. Of the 120 respondents, 12.5% focused on Awareness and Accessibility of E-CRM Tools, showing that only a few prioritize basic awareness. Personalization and Communication accounted for 40%, highlighting the significance of customized interactions. The largest share, 47.5%, emphasized Overall Satisfaction, showing the overall impact of E-CRM in meeting customer expectations.

**Table 2 Evaluating the Effect of E-CRM on Customer Retention**

Response Distribution	No. of Respondents	Percentage
Trust and Reliability	57	47.5
After-Sales Support	15	12.5
Customer Loyalty	48	40.0
Total	120	100

### Primary Data

It is evident that client retention is significantly impacted by E-CRM. Out of 120 respondents, 47.5% highlighted Trust and Reliability as the most important factor, showing that customers value dependable and trustworthy services. After-Sales Support accounted for 12.5%, indicating that a smaller group considers follow-up services essential. Customer loyalty accounted for 40%, highlighting the importance of E-CRM in establishing enduring connections with clients. This shows that trust, reliability, and loyalty are key to retaining customers.

**Table 3 Identifying Key E-CRM Practices that Drive Satisfaction and Retention**

Response Distribution	No. of Respondents	Percentage
Key Practices in E-CRM	35	29.2
Feedback and Resolution	68	56.7
Innovative Features	17	14.1
Total	120	100

**Source:** Primary Data

It is shows that certain E-CRM practices perform a vital role in driving customer satisfaction and retention. Out of 120 respondents, 29.2% focused on Key Practices in E-CRM, highlighting the importance of foundational strategies. Feedback and Resolution accounted for the majority,

with 56.7%, showing that addressing customer feedback and resolving issues effectively are the most valued. Innovative Features contributed 14.1%, indicating that fewer respondents prioritize advanced features. This shows that strong feedback mechanisms and resolution processes are the most critical in ensuring satisfaction and retention.

### Findings

- There is a strong connection between age and passenger car customers who benefit from E-CRM.
- There is a significant link between income and passenger car customers who gain advantages from E-CRM.
- Family size also plays an important role in determining how customers benefit from E-CRM.
- The type of work a person does is closely related to how they benefit from E-CRM.
- 47.5% of customers focused on overall satisfaction, showing that E-CRM effectively meets their expectations.
- 47.5% of customers valued trust and reliability the most, proving that they prefer dependable services.
- 56.7% of customers emphasized feedback and issue resolution, showing that solving customer problems is highly important.

### Recommendations/Suggestions

- Businesses should focus on trust and reliability to retain customers.
- Personalized communication and strong feedback resolution processes are essential for building good customer relationships.
- Increasing awareness and improving access to E-CRM tools will help engage more customers.
- Innovative features should be introduced gradually to stay competitive.
- Following government regulations and improving after-sales support will lead to long-term customer satisfaction and retention.

### Conclusion

This study examines how E-CRM (Fjermestad, J., & Robertson Jr., N. C. 2015) affects customer retention and satisfaction in the Tirunelveli District's passenger automobile industry. E-CRM improves customer satisfaction (Kumar, P., & Mokha, A. K. (2022). by using technology to automate processes and personalize experiences. It ensures fast and secure services, building trust and loyalty.

Findings show that E-CRM benefits both customers and businesses by simplifying sales, marketing, and after-sales services. It enhances transaction convenience, data security, and personalized support, leading to higher customer satisfaction and long-term retention.

The study also highlights that regulatory challenges exist but calls for greater transparency. Whereas China faces a few troubles in E-CRM selection within the car industry, reports show positive comes about, such as way better client connections and more grounded brand devotion. Subsequently, this investigate concludes that E-CRM is basic for the traveler car industry in Tirunelveli Area to progress client fulfillment, increment maintenance, and guarantee commerce development.

### Scope of the Future Study

The study results can be more true with a vague sample, which future research can use. Research can also expand beyond the passenger car segment to include other vehicle types and industries.

This will provide a broader accepting of E-CRM's role. Additionally, future studies can explore the financial aspects of E-CRM, such as how it helps generate extra income, speeds up revenue, and reduces delays between customers and service providers. Associating E-CRM across different locations, regions, or countries can also help develop a better model for its efficiency.

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