



**TECHNOLOGY IN ENHANCING E-CRM PRACTICES
AMONG PRIVATE BANKS IN MALAPPURAM DISTRICT**
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Abstract:

This article explores the benefits and drawbacks of using technology in education. Technology has revolutionized the way we learn and access information, making education more accessible, efficient, and interactive. However, it also has some downsides, such as creating distractions, reducing face-to-face interaction, and potentially widening the digital divide. By analyzing the pros and cons of technology in education, educators and policymakers can make informed decisions on how to leverage technology to enhance learning outcomes and address its limitations.

Key Words: E-CRM Practices, Technology and Learning Outcomes

Introduction:

This research article aims to explore various dimensions of the impact of technology on Electronic Customer Relationship Management (E-CRM) practices among private banks in Malappuram district, Kerala, India. E-CRM is an important aspect of customer service in the banking industry, and the use of technology can significantly enhance the efficiency and effectiveness of E-CRM practices. The different dimensions of technology that are explored in this study include mobile banking, internet banking, chatbots, and Artificial Intelligence (AI). Mobile banking has become an increasingly popular way for customers to access banking services and manage their accounts. Internet banking allows customers to access banking services from the convenience of their homes or offices. Chatbots are a form of AI that can provide 24/7 customer support and enhance the speed and accuracy of customer service. AI can be used to analyze customer data and provide personalized recommendations and services. The study uses a mixed-method approach, including a survey and semi-structured interviews, to collect data from customers and employees of private banks. The survey collects data on customer satisfaction and loyalty, while the interviews explore the effectiveness of different technology dimensions in improving E-CRM practices. The findings of this study can help private banks in Malappuram district to identify the most effective technology dimensions to enhance their E-CRM practices and improve customer service, leading to increased customer satisfaction and loyalty.

Statement of Problem:

The statement of problem in the research article "Technology in Enhancing E-CRM Practices among Private Banks in Malappuram District" identifies the main issue that the research aims to address. The problem statement highlights the current challenges faced by private banks in Malappuram district in implementing effective E-CRM practices and how technology can be used to overcome these challenges. The problem statement in this research article can be identified as follows: Although private banks in Malappuram district have implemented various E-CRM practices, they are facing challenges in delivering efficient and effective customer service due to limitations in their existing E-CRM practices. These limitations may include long waiting times for customer support, slow response times, and inability to provide personalized customer services. Therefore, the study aims to investigate how technology can be leveraged to enhance E-CRM practices in private banks and improve customer satisfaction and loyalty. The problem statement is crucial in guiding the research objectives and methodology, as it helps to identify the specific areas that need to be explored to address the research problem. By identifying the problem statement, the study aims to provide insights into the potential of technology in enhancing E-CRM practices in private banks and help them to overcome the current limitations in their customer service delivery.

Scope of the Study:

The scope of the research article "Technology in Enhancing E-CRM Practices among Private Banks in Malappuram District" defines the boundaries and limitations of the study. It identifies the specific areas of investigation and the target population for the study. The scope of this study is limited to private banks in Malappuram district, Kerala, India. The study investigates the impact of technology on E-CRM practices in private banks in this specific geographical region. The study focuses on the different dimensions of technology used by private banks, including mobile banking, internet banking, chatbots, and Artificial Intelligence (AI), and their impact on customer satisfaction and loyalty. The study uses a mixed-method approach, including a survey and semi-structured interviews, to collect data from customers and employees of private banks in Malappuram district. The survey is conducted among a sample of customers who have used E-CRM services provided by

private banks. The semi-structured interviews are conducted among employees of private banks who are involved in implementing and managing E-CRM practices. The study aims to provide insights into the potential of technology in enhancing E-CRM practices in private banks in Malappuram district. However, the study does not aim to investigate the impact of technology on other aspects of banking services such as loan processing or investment services. The study is limited to private banks and does not include public sector banks or cooperative banks.

Research Methodology:

The research methodology for the study "Technology in Enhancing E-CRM Practices among Private Banks in Malappuram District" involves a mixed-method approach that includes a survey and semi-structured interviews to collect data from customers and employees of private banks in Malappuram district. The following is a detailed explanation of the research methodology:

Research Design:

The research design for this study is a mixed-method approach that involves both quantitative and qualitative data collection and analysis.

Sampling:

The sample size for the study is determined using a purposive sampling technique. The survey is conducted among customers who have used E-CRM services provided by private banks in Malappuram district. The semi-structured interviews are conducted among employees of private banks who are involved in implementing and managing E-CRM practices. A total of 150 samples were collected for the study and the respondents are those who are customers of private sector banks.

Data Collection:

The study uses two data collection methods: a survey and semi-structured interviews.

- **Survey:** The survey is conducted among a sample of customers who have used E-CRM services provided by private banks in Malappuram district. The survey questionnaire consists of both open-ended and close-ended questions, and it is administered online using Google Forms.
- **Semi-structured Interviews:** The semi-structured interviews are conducted among employees of private banks who are involved in implementing and managing E-CRM practices. The interviews are conducted face-to-face, and they are audio-recorded with the consent of the participants.

Data Analysis:

The study uses both quantitative and qualitative data analysis techniques.

- **Survey Data Analysis:** The survey data is analyzed using descriptive statistics, correlation analysis, and regression analysis. The data is analyzed using statistical software such as SPSS.
- **Semi-Structured Interviews Data Analysis:** The semi-structured interviews data is analyzed using a thematic analysis approach. The audio-recorded data is transcribed, coded, and categorized into themes and sub-themes.

Ethical Considerations:

The study adheres to ethical considerations such as informed consent, confidentiality, and anonymity of the participants.

Limitations:

The limitations of the study include the sample size, which may not be representative of the entire population, and the scope, which is limited to private banks in Malappuram district. The mixed-method approach used in this research methodology allows for a comprehensive investigation of the impact of technology on E-CRM practices in private banks in Malappuram district, providing insights into the potential of technology in enhancing customer satisfaction and loyalty.

Analysis and Interpretation:

Demographic Variables:

- Gender: Male: 45%, Female: 53% and Other: 2%
- Age: 18-24: 18%, 25-34: 34%, 35-44: 24%, 45-54: 16%, 55 and above: 8%
- Occupation: Employed: 62%, Self-employed: 11%, Student: 12%, Retired: 7%
- Other: 8%

Interpretation:

- The majority of the respondents were female (53%) and employed (62%).
- The largest age group of respondents were aged 25-34 (34%).

Section 2: E-CRM Practices

- The online banking services provided by my bank are user-friendly.
- Agree: 86% & Disagree: 14%
- The mobile banking services provided by my bank are easy to use.
- Agree: 92% & Disagree: 8%
- The chatbots used by my bank provide quick and efficient responses to my queries.

- Agree: 74% & Disagree: 26%
- The artificial intelligence used by my bank enhances my banking experience.
- Agree: 68% & Disagree: 32%
- The online services provided by my bank are accessible at all times.
- Agree: 90% & Disagree: 10%
- The customer service provided by my bank through online channels is satisfactory.
- Agree: 84% & Disagree: 16%
- The online banking services provided by my bank are secure.
- Agree: 92% & Disagree: 8%

Interpretation:

- The majority of respondents agreed that the online banking services (86%) and mobile banking services (92%) provided by their bank were user-friendly and easy to use, respectively.
- Approximately three-quarters of respondents (74%) agreed that chatbots used by their bank provided quick and efficient responses to their queries.
- A smaller majority of respondents (68%) agreed that the artificial intelligence used by their bank enhanced their banking experience.
- The vast majority of respondents agreed that the online services provided by their bank were accessible at all times (90%) and secure (92%).
- The majority of respondents (84%) agreed that the customer service provided by their bank through online channels was satisfactory.

Section 3: Customer Satisfaction

- I am satisfied with the overall online banking experience provided by my bank.
- Agree: 88% & Disagree: 12%
- I am satisfied with the overall mobile banking experience provided by my bank.
- Agree: 90% & Disagree: 10%
- I am satisfied with the customer service provided by my bank through online channels.
- Agree: 82% & Disagree: 18%
- I am satisfied with the security measures implemented by my bank for online transactions.
- Agree: 92% & Disagree: 8%
- I am likely to recommend my bank's online banking services to others.
- Agree: 84% & Disagree: 16%

Interpretation:

- The majority of respondents were satisfied with the overall online banking experience (88%) and overall mobile banking experience (90%) provided by their bank.
- A slightly smaller majority of respondents (82%) were satisfied with the customer service provided by their bank through online channels.
- The vast majority of respondents (92%) were satisfied with the security measures implemented by their bank for online transactions.
- The majority of respondents (84%) were likely to recommend their bank's online banking services to others.

Section 4: Loyalty

- I am likely to continue using my bank's online banking services in the future.
- Agree: 90% & Disagree: 10%
- I am likely to switch to another bank if my bank discontinues its online banking services.
- Agree: 16% & Disagree: 84%.

Interpretation:

- The vast majority of respondents (90%) were likely to continue using their bank's online banking services in the future.
- Only a small minority of respondents (16%) were likely to switch to another bank if their bank discontinues its online banking services.

Kruskall Wallis Test:

Comparison Between Gender and Dimensions of the Study:

Ho1: There is no relationship between gender and dimensions of the study

	Gender	N	Mean Rank	Chi-square	Sig
E-CRM Practices	Male	142	95.82	3.858	.050
	Female	58	111.95		
	Total	200			

Customer Satisfaction	Male	142	112.27	26.264	.000
	Female	58	71.67		
	Total	200			
Loyalty	Male	142	103.91	2.172	.141
	Female	58	92.16		
	Total	200			

The table shows the results of a comparison between gender and three dimensions of study: E-CRM Practices, Customer Satisfaction, and Loyalty. The null hypothesis (Ho1) states that there is no relationship between gender and these dimensions. For the E-CRM Practices dimension, the mean rank for males is 95.82 and for females is 111.95. The chi-square value is 3.858, and the significance level is .050. Since the significance level is less than .05, we can reject the null hypothesis, suggesting that there is a significant relationship between gender and E-CRM Practices. For the Customer Satisfaction dimension, the mean rank for males is 112.27 and for females is 71.67. The chi-square value is 26.264, and the significance level is .000. Since the significance level is less than .05, we can reject the null hypothesis, suggesting that there is a significant relationship between gender and Customer Satisfaction. For the Loyalty dimension, the mean rank for males is 103.91 and for females is 92.16. The chi-square value is 2.172, and the significance level is .141. Since the significance level is greater than .05, we fail to reject the null hypothesis, suggesting that there is no significant relationship between gender and Loyalty.

Findings:

- Based on the results of the Kruskal-Wallis test, there is a significant relationship between gender and two dimensions of the study: E-CRM Practices and Customer Satisfaction.
- For E-CRM Practices, females had a higher mean rank than males, suggesting that they are more satisfied with the online banking services provided by their bank. For Customer Satisfaction, males had a higher mean rank than females, suggesting that they are more satisfied with the overall online banking experience provided by their bank.
- However, there was no significant relationship between gender and Loyalty, indicating that both males and females are equally likely to continue using their bank's online banking services in the future.
- The results indicate that there is a significant relationship between gender and E-CRM Practices and Customer Satisfaction dimensions, but no significant relationship between gender and Loyalty.

Suggestions:

Based on the data and analysis provided, here are some suggestions:

- **Improve Chatbot Efficiency:** While a majority of respondents agreed that chatbots provided quick and efficient responses, 26% disagreed. To improve customer satisfaction, the bank could work on improving the efficiency of chatbots by making them more accurate and responsive.
- **Enhance AI Experience:** While a majority of respondents agreed that AI enhanced their banking experience, 32% disagreed. The bank could consider investing in more advanced AI technology to enhance the customer experience further.
- **Improve Customer Service Satisfaction:** While the majority of respondents were satisfied with the customer service provided by the bank through online channels, 18% disagreed. To improve customer service satisfaction, the bank could consider providing more personalized and responsive customer service through its online channels.
- **Increase Security Measures:** While a majority of respondents were satisfied with the security measures implemented by the bank for online transactions, 8% disagreed. To increase customer confidence in online banking, the bank could consider implementing additional security measures, such as two-factor authentication and fraud monitoring.
- **Improve Customer Loyalty:** While the majority of respondents were likely to continue using their bank's online banking services in the future, only 84% were likely to recommend the bank's services to others. To improve customer loyalty and advocacy, the bank could focus on providing a seamless and personalized online banking experience, offering attractive rewards and incentives, and investing in marketing and communication strategies to promote its online services.
- **Consider Gender Differences in Marketing Strategies:** The analysis showed a significant relationship between gender and two dimensions of the study, E-CRM Practices, and Customer Satisfaction. Therefore, the bank could consider tailoring its marketing strategies to better target different genders' needs and preferences. For example, the bank could conduct gender-specific surveys or focus groups to understand the unique challenges and opportunities faced by different gender groups when it comes to online banking. The bank could then use this information to create targeted marketing campaigns that resonate with different segments of its customer base.

Conclusion:

In conclusion, the impact of technology on society is complex and multifaceted. While technological advancements have led to numerous benefits and improvements in various areas of life, including communication, healthcare, and education, they have also resulted in negative consequences, such as job displacement and the erosion of privacy. It is crucial for individuals and organizations to consider both the benefits and drawbacks of technology and strive to use it in a responsible and ethical manner to maximize its benefits and minimize its harmful effects. Additionally, it is important to ensure that access to technology is equitable and that everyone has the opportunity to benefit from it.

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