

Chapter 5

The Relationship Between E-Service Quality, Ease of Use, and E-CRM Performance Referred by Brand Image

Sara Kamal

*Albarkat Institute of Management
Studies, India*


Arshi Naim

King Khalid University, Saudi Arabia

Hesham Magd

*Faculty of Business and Economics,
Modern College of Business and
Science, Oman*

Shad Ahmad Khan

 <https://orcid.org/0000-0001-7593-3487>
*College of Business, University of
Buraimi, Oman*

Farheen Mujeeb Khan

ICFAI University, Dehradun, India

ABSTRACT

The purpose of this study is to determine the relationship of e-service quality (ESQ) and ease of use (EOU) to electronic customer relationship management (E-CRM), which is referred by brand image (BI). This study presents the relevance of e-commerce (E-COM) in the business world especially in the pandemic situation and how ESQ, EOU contributes in building E-CRM. To show the relation between variables, the authors have applied scattered methods under correlation analysis. The sample was asked various closed ended questions in the domain of ESQ for E-CRM, EOU for E-CRM, ESQ for BI, EOU for BI. The results showed that there is a relationship between BI and E-CRM, ESQ and BI, ESQ and E-CRM, EOU and BI. There is no direct relation between EOU and E-CRM, but BI can facilitate in building the E-CRM. Also, the results show the direct relation between ESQ and E-CRM referred by BI.

DOI: 10.4018/978-1-6684-5386-5.ch005

INTRODUCTION

In the current scenario when most of the modern businesses are going virtual, it is important to build Electronic customer relationship management (ECRM) and learn the mapping and dependence of features such as E-Service Quality (ESQ), Ease of Use (EOU) and Brand Image (BI) (Al-Hawary & Alhajri, 2020).

Electronic Customer Relationship Management (ECRM)

ECRM involves the integration of Web channels into the overall enterprise CRM strategy with the goal of driving consistency within all channels relative to sales, customer service and support (CSS) and marketing initiatives (Melovic et al., 2020). There are three main types of CRM systems such as collaborative, analytical, and operational. Electronic Customer Relationship Management (ECRM) is implemented electronically using a web browser, the internet, and other electronic media such as e-mail, call centers, and personalization (Melovic et al., 2020). ECRM is a technique for companies that are carried out online to strengthen the relationship between the company and its customers (Naim, Hussain, Naveed et al, 2019). This aims to increase customer satisfaction and gain loyalty from its customers (Kumar et al., 2021). The use of the Internet as a channel for commerce and information provides an opportunity for businesses to use the Internet as a tool for customer relationship management. This study reveals the relationship between ECRM and customer satisfaction by determining the ECRM feature on the website (Khan et al., 2019). There are three types of ECRM and figure 1 shows the types of ECRM and their applications.

There are many benefits of ECRM like it improves the customer relations, service and support, provide suitable offers matching with the customers' behavior and needs, increased customer satisfaction and loyalty, improve efficiency and reduce cost and finally increase revenue for the businesses (Seify et al., 2020). Some of the benefits of ECRM are shown in figure 2.

The success factors of ECRM include operational and strategic benefits, top management support, technological readiness, and knowledge management capabilities. These factors are important for the firms to consider while building the strategies for achieving ECRM for their web app or Ecom activities (Naim, Khan, Hussain et al, 2019). Figure 3 shows the ECRM success factors with their inclusive.

ECRM performance measurement in organizations is very important to help companies increase revenue and increase customer loyalty. ECRM technology must be more advanced and sophisticated to meet the evolving and knowledgeable needs of customers. The use of CRM technology consistently has a strong impact on CRM performance (Hanif et al., 2020). The more comprehensive CRM technology, and the

23 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/the-relationship-between-e-service-quality-ease-of-use-and-e-crm-performance-referred-by-brand-image/312112

Related Content

Designing an Electronic Supply Chain Management System in an Electronic Market Considering Customer Satisfaction and Logistic

Hamed Fazlollahtabar, Hamed Hajmohammadi and Amir Mohajeri (2012). *International Journal of Customer Relationship Marketing and Management* (pp. 74-88).

www.irma-international.org/article/designing-electronic-supply-chain-management/69952

Sustainable Travel Behaviour Among Women Tourists Visiting Rural Destinations

Runa Das and Amrik Singh (2025). *Tracking Tourism Patterns and Improving Travel Experiences With Innovative Technologies* (pp. 289-316).

www.irma-international.org/chapter/sustainable-travel-behaviour-among-women-tourists-visiting-rural-destinations/359719

Examining the Relationship Among Counterfeit Product, Consumer Buying Behavior, and Sustainable Tourism Development

Tamer Ayad, Ibrahim Abdelhamed Elshaer, Mohamed A. Moustafa and Alaa M. Shaker (2021). *International Journal of Customer Relationship Marketing and Management* (pp. 61-75).

www.irma-international.org/article/examining-the-relationship-among-counterfeit-product-consumer-buying-behavior-and-sustainable-tourism-development/287766

From Reluctance to Resistance: Study of Internet Banking Services Adoption in the United Kingdom

Edwin Agwu (2013). *International Journal of Customer Relationship Marketing and Management* (pp. 41-56).

www.irma-international.org/article/from-reluctance-to-resistance/104727

Importance of Motivators for Crowds to Participate in an Online Crowdsourcing Activity: A Tool for Perceived Value, Customer Delight, and Customer Satisfaction

Parul Singhand Areej Aftab Siddiqui (2023). *Handbook of Research on the Interplay Between Service Quality and Customer Delight* (pp. 231-251).

www.irma-international.org/chapter/importance-of-motivators-for-crowds-to-participate-in-an-online-crowdsourcing-activity/318110