Chapter 11
Entrepreneurial Marketing of E-CRM in SMEs

Mahjabeena Najar
King Khalid University, Saudi Arabia

Malik Misbah
King Khalid University, Saudi Arabia

Humara Yaqub
King Khalid University, Saudi Arabia

Mehraj Bilfagih
King Khalid University, Saudi Arabia

ABSTRACT

Marketing in medium and small-scale enterprises (SMEs) is altogether very different to marketing as proposed theoretically for large organizations. This chapter is dedicated to the gathered research on the effect and impact of IBTs on the customer relationship management (CRM) activities (i.e., e-CRM) of SMEs in Gurgaon. A cocktail method approach including online in-depth interviews, online questionnaires, and projective techniques was followed. Of 286 respondents, factor analysis was carried out leading to communication with customers and management of customer information being processed as the main area within the e-CRM in SMEs. In order to provide better communication and information management abilities to varying customers, SMEs are following relatively simple IBTs. It is harder to consolidate customer information into decision making than just the communication side of it. In SMEs, e-CRM tries to be adhoc rather than strategic.

INTRODUCTION

As the term CRM (customer relationship management) is self-explanatory, it is basically, managing relationships with customers. The main reason behind the managing and maintaining the relationship with the customers is to gain customer loyalty and therefore retention (Gummesson, 1994; Hunt and Morgan, 1994; Reichheld and Sasser, 1990; Webster, 1992). CRM encompasses a wide range of marketing, but the two main components are particularly important. The first one to focus on, is the customer communication that facilitates the relationship building. Secondly by creating the valuable customer insight that drives effective CRM strategies and can be acquired by management and analysis of customer information.

Even if, SMEs being a major contributor to a developed economy, it is not equally represented in academic literature. According to O'Dwyer et al., 2009, SMEs must innovate around their own processes of business to survive. This chapter focuses on how SMEs may use technology to establish their marketing activities. Furthermore, this chapter explores the strategic and tactical issues immanent in electronic -CRM(e-CRM) in SMES.

BACKGROUND

According to Gummesson, 1994; Reinartz et al., 2004; Harker and Egan, 2006; it is asserted that CRM is philosophically in line with relationship marketing, where the only difference lies in its sole focus on the firm -customer dyad.

CRM in SMEs

Carson and Gilmore, 2000; O'Dwyer et al., 2009 says that the approaches taken to marketing by SMEs are pragmatic adaptations of marketing theory in order to render it relevant to the way they do business. Being small in many ways can be an advantage such as employee loyalty, customer interface, flexibility, response speed and ease of access to market information.

E-CRM in SMEs

CRM with the use of technology is e-CRM. In addition technology here is specified as IBTs, where the unique needs of the SMEs are likely not captured by the some more complex software packages. This chapter is focused on the belief that, for SMEs the relationship with their customers is the key competitive advantage against their competitors, the opportunities imparted by using e-CRM is particularly important.

19 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/entrepreneurial-marketing-of-e-crm-in-smes/312118

Related Content

E-CRM Through Social Media Marketing Activities for Brand Awareness, Brand Image, and Brand Loyalty
Sadaf Fatima, Hamed Alqahtani, Arshi Naimand Fatma Alma'alwi (2022). *Building a Brand Image Through Electronic Customer Relationship Management (pp. 109-138).*
www.irma-international.org/chapter/e-crm-through-social-media-marketing-activities-for-brand-awareness-brand-image-and-brand-loyalty/312113

A Moderation and Mediation Model of Social Media Marketing and Brand Loyalty Among Smartphone Users in Egypt
Omnia A. Hilal (2022). *International Journal of Customer Relationship Marketing and Management (pp. 1-21).*
www.irma-international.org/article/a-moderation-and-mediation-model-of-social-media-marketing-and-brand-loyalty-among-smartphone-users-in-egypt/282717

Attribute Priority Arrangement of Cancellations in the Life Insurance Using Rough Set
M.A. Elsaftyand Hamed Mohamed Elkhawaga (2018). *International Journal of Customer Relationship Marketing and Management (pp. 16-43).*
www.irma-international.org/article/attribute-priority-arrangement-of-cancellations-in-the-life-insurance-using-rough-set/213961

Customer Journey Redefined: Social-CRM and Beyond
N. Meltem Çakc (2022). *Social Customer Relationship Management (Social-CRM) in the Era of Web 4.0 (pp. 216-227).*
www.irma-international.org/chapter/customer-journey-redefined/306324

ICT and Economic Growth: Evidence from Twelve MENA Economies
Subaran Roy, Abdel Moneim M. B. Ahmedand Abdullah A. Abonamah (2014). *International Journal of Customer Relationship Marketing and Management (pp. 16-30).*
www.irma-international.org/article/ict-and-economic-growth/111202