


Enhancing CRM Effectiveness in Egypt's Online Shopping Sector: The Role of Consumer Behavior, Customer Response Capabilities, and User Satisfaction

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ABSTRACT

This investigation addressed the different effects of consumer behaviour on the effectiveness of CRM and the mediating role of customer response capabilities and user satisfaction. The study adopted a positivism and deductive approach and a quantitative research design. To ensure availability and enhance response rates, the questionnaire was administered electronically through popular websites. Nine hundred twenty questionnaires were sent out, of which 812 were retrieved. After data validation, 640 questionnaires were found to be valid for analysis, making available a robust and reliable dataset for hypothesis testing using Structural Equation Modelling (SEM). The study revealed that the relationship between consumer behaviour dimensions (participation in firm activities – perceived value – e-WOM – consumer awareness – trust) and customer response capabilities was fully supported. The study also found that the association between consumer behaviour and user satisfaction was fully supported.

KEYWORDS

Consumer Behavior, Participation to Firm Activities, Perceived Value, E-WOM, Consumer Awareness, Trust, Effectiveness of CRM, Customer Response Capabilities, and User Satisfaction

INTRODUCTION

Customers today are more learned, face increasing pressure, and play an important role, and businesses do not exist without customers (Nicuta et al., 2018). Therefore, the success of businesses depends on a strong relationship with customers, as they are more influential on global culture based on this concept (Fróis et al., 2018). Organizational success relies on effective customer relationship management (CRM), a function that is focused on acquiring, retaining, and developing strategic relationships with customers. This function is key to realizing business values for firms as well as customers (Nascimento, 2019).

Consumer behavior significantly influences the success of CRM solutions, particularly for online businesses. Key drivers include trust-based purchasing intention, knowledge sharing, and awareness-based behaviors. Understanding and accepting these behaviors help align CRM systems

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with customer expectations, improving loyalty, retention, and satisfaction, especially for well-educated, socially connected, and values-driven customers (Jadhvani et al., 2024).

Therefore, CRM is the fastest-growing market in enhancing companies' knowledge of their customers with a mixture of technology, operations, and individuals, and it aims to understand the company's customers, which is the result of improvements in operations that focus on the customer (Yi, 2021).

Moreover, customer satisfaction and response capabilities are basic priorities of any system, as these systems must include mechanisms to measure customer satisfaction levels. Many studies indicate that development managers are striving to enhance the quality of their relationships with their customers (Z. Yang & Babapour, 2023). Based on that analysis, this research aimed to estimate the effect of consumer behaviors when used as a component within the engineering frameworks of the effectiveness of CRM.

Previous studies addressed various aspects of consumer behavior and their impact on customers and organizational performance through assessing the effectiveness of CRM. Previous literature focused on the influence of consumer behavior on the effectiveness of CRM (Al-Suraihi et al., 2020; Marino & Lo Presti, 2018), while other studies focused on consumer behavior and customer response capabilities (Kankam-Kwarteng et al., 2022; Sundararaj & Rejeesh, 2021). However, the impact of consumer behavior on user satisfaction was discussed by the existing literature (Jadhvani et al., 2024; Priyadarshni, 2024; Wang et al., 2024). Previous studies also discussed the association between customer response capabilities and the effectiveness of CRM (Ali et al., 2019; Hat et al., 2024; Iyelolu et al., 2024). Additionally, the impact of user satisfaction on the effectiveness of CRM was elaborated on by previous literature (Efendi et al., 2023; Sofi et al., 2020; Trif & Tuleu, 2019).

However, some gaps can be explored, such as the focus on the customer segment and the lack of inclusion of modern aspects such as electronic word-of-mouth (eWOM) in these systems. Studies often focus on short-term effects and do not explore long-term effects on customer satisfaction and loyalty. There is also a lack of cultural comparisons between different countries, in addition to the scarcity of analyses that address the customization of CRM systems and their impact on customer satisfaction. Moreover, the impact of organizational culture and internal structures on the success of CRM system implementation has not been fully investigated. Previous studies showed a neglect of cultural and regional contexts, with minimal attention to Middle East and North Africa countries, particularly Egypt, which possesses unique digital consumption patterns and cultural determinants of behavior. There is also scarce research on the mediating role of user-oriented constructs, such as customer response capabilities and user satisfaction, in linking consumer behavior to CRM effectiveness.

By bridging these gaps, the understanding of CRM systems and how they impact the long-term results of companies and customers can be improved. Although many important relationships exist between consumer behavior and customer response capabilities, there is a lack of studies. By addressing these gaps, the current investigation offers a comprehensive understanding of how behavioral dimensions directly and indirectly shape CRM effectiveness and lays a foundation for region-specific and consumer-centric CRM frameworks. Thus, this study proposes the research question: How can consumer behavior determinants enhance CRM effectiveness in Egypt's online shopping sector through the roles of customer response capabilities and user satisfaction?

Therefore, this study makes significant contributions to both literature and business applicability by offering a new paradigm that examines the impact of consumer behavior drivers on the effectiveness of CRM in Egypt's online shopping market. A key contribution of this study is that it investigates customer response capabilities and user satisfaction as mediating variables, providing more nuanced insight into how consumer behavior is channeled into successful CRM practice. Additionally, the current investigation is among the first empirical studies in Egypt's e-commerce market in regard to behaviorally driven CRM results. Moreover, the study incorporates empirical evidence backed by facts, utilizing data extracted from Egyptian online shoppers that were collected by employing an intricately designed questionnaire and statistically examined through the implementation of advanced

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