

## Chapter 31

# The Customer Relationship Management as an Element of the Acceleration of Society Evolution: The Case of the Emergence of Hypermodernity in Madagascar

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### ABSTRACT

*Globalization and the rapid advance of information technology and communication have led to the emergence of new trends like postmodernity and hypermodernity. Madagascar, a future emerging economy, chosen as the research field, has not been immune to these phenomena. It is integrated into the global cultural system, although it is known for its specific traditional culture. Therefore, this work has demonstrated how the chosen tool of relationship marketing, which is Customer Relationship Management (CRM), can be an element of accelerated societal change and how CRM can cause changes in the Malagasy culture. The research presented in this chapter examines the four major roles of CRM as used in Madagascar to determine whether it is suitable for Malagasy consumers. This study may help service marketers of international companies in using new marketing tools as innovative means in emerging economies and increase their customer loyalty.*

DOI: 10.4018/978-1-4666-4979-8.ch031

## INTRODUCTION

This chapter lies in the scope of a reflection on the behavior of consumers. As consumption is influenced by many factors such as cultural, social, personal and psychological factors, I propose to focus on the first type, particularly in a society where consumers are moving forward. According to several authors, we do not live any more in modern era, but rather in the era of post-modernity, or even in hypermodernity. Indeed, criticisms were related to the central theses of postmodernism. This opposition will involve the disappearance of the concept of post-modernity to the profit of hypermodernity. Then the question is that which model of consumption will be associated with these new trends? After decades which were characterized by the unrestrained search of progress and the research of economic profit, scholars and marketers are witnessing the evolution of consumers in search of good feeling, positive emotion, a greater comfort and a better quality of life. What can thus be the marketing strategy adapted to fulfill these requirements? Sticking to the characteristics of the product and the isolated sale, transactional marketing will not be able to meet these new needs. That is why I chose the relational marketing which can enable to create a more personalized relation between the company and its customers (Berry, 1983). The process of relational marketing is articulated in three main steps: collection of information, the enrichment of this information and the exploitation of these informational data. This is what incited me to adopt the tool of the Client Relationship Management.

Due to the characteristics of services and competitive challenges, service firms always look for means to target, to acquire and to retain the “right” customers. Services are generally customized by nature, for example, services by professionals like doctor, tailor, barber, hair stylist and others; or have some extent of customization with broad standardization services offer, for example, ho-

tels and restaurants. With the help of Customer Relationship Management (CRM), service firms try to satisfy their customers and like to have long term association with them. Service firms, through CRM strategies and framework, aim to have loyal customers.

The question is then to know how the CRM can be a tool of assistance to the understanding of the evolutions of culture towards the hypermodernity. In this consideration, the present chapter study will deal with the sector of mobile phone services within the Malagasy urban society with the focus on Orange Company in Madagascar. Thus, the purpose of the chapter is to demonstrate how the chosen tool of relationship marketing, which is the CRM, can be an element of accelerated societal change particularly for Malagasy culture, which is an emerging economy.

## BACKGROUND

### About Madagascar

Although all quantitative criteria popularized by international development agencies, rank Madagascar as one of the poorest countries in the world, with its per capita income at just over \$ 400 (La Banque Mondiale, 2010), it may be classed as one of a future emerging countries in Africa, with its IDE flows rising by more than 10% of PIB since 2007, when previously, they were just over 2% (INSTAT, 2013). This increase is due mainly to the natural resource sector (nickel, cobalt, oil), telecommunication and car sales (Villain, 2010). Despite political instability, Madagascar's economy has made a respectable growth of 1.6% in 2011 (INSTAT, 2013) and projection for 2012 and 2013 are around 2.4% and 4.5% respectively. This demonstrates a renewed vitality. Moreover, this country has features on its diverse origins. Following colonization, new forms of consumption goods from the metropolis were imposed on the Malagasy population. New requirements were then

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