

## **Mediating the Impact of Customer Relationship Management on the Influence of Online Purchase Intent through Digital Marketing Management**

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### **Abstract**

This study looked at the connection between customer relationship marketing (CRM), digital marketing, and the intention of online purchases among live-on social media Facebook users. The web-based questionnaire has been dispersed and statistics have been gathered from 355 live-streaming consumers on Facebook using the quantitative approach of convenient sampling. The data have been analyzed using a portion least structural equations model (PLS-SEM) to assess assumptions and for expository reasons. Using the mediating impact of CRM among live-on social media consumers, results backed the connection between the intention of online purchases and digital marketing. This research may help owners of companies and digital advertisers react to the requirements of live-on Facebook consumers and enhance their marketing administration.

**Keywords:** *Customer relationship management (CRM), Digital marketing, Facebook, and Intention of online purchase.*

### **1. Introduction**

Facebook is frequently employed by social networking marketing professionals as an established network and a live streaming instrument. The interaction capacity improves the interaction between the media outlet (for example, a seller) and the viewers (buyer) [1]. In real-time, the viewers and broadcaster may interact and react. Facebook broadcasting live is growing in prominence and is being completely accepted as an instrument for many companies of all size's digital marketing tactics.

As these communications form the basis of beneficial customer relationship management (CRM), it may be claimed that implementing digital marketing tactics will almost certainly enhance a business's CRM structure [2]. Three factors affect how well CRM and strategies for digital marketing work: customer trust, preparedness, and involvement. Successful CRM and online advertising strategies provide a high level of customer loyalty to the company, which shapes consumers' behavioral intents, especially their plans to buy [3].

To accomplish marketing objectives, digital marketing combines traditional marketing communication with digital technology. Because the Internet has created a trading marketplace, businesses have been implementing digital marketing to acquire momentum in maintaining an accessible and intelligent trade procedure [6]. These days, businesses have access to amazing digital marketing opportunities because to the Internet. Businesses can do more with a combination of digital marketing channels than just post information about their goods and services online. They can increase customer base, attract new clients, and increase return on investment. Additionally, as industries and technologies have advanced to become more competitive with the Internet, digital marketing methods have supplanted traditional marketing[7]. The 1990s saw an outlook change in worldwide business sectors and a growth in the power of shopper purchasing power due to the introduction of new strategic difficulties coming from a penetration of digital marketing. The adoption of new technologies has intensified competitiveness among businesses [8]. As a result, customers may be reached at any time and from any location by providing a rich online experience that includes educational text, images, and audio. This surpasses the traditional medium due to increased user knowledge [9]. In comparison to traditional marketing, digital engagement creates a creative possibility for social media integration in marketing to save expenses. However, selecting

the ideal mix of digital marketing presents special difficulties for marketers that want to connect with a wide range of prospects, build brand recognition, and successfully restore sales through regular customer feedback.

Computerized promoting gives a multi-stream stage for managing product purchases by several clients, enabling businesses to efficiently engage with them by means of online media from different locations and assist them with the purchasing progression[10]. By dispelling consumer preconceptions about the brand and fostering customer interaction of thoughts, feelings, and encounters that lead to a more noteworthy purchase goal, digital marketing also effectively improves the brand value [11]. Investing in the field of digital marketing requires a large expenditure. The upper ranks, however, usually compares it to conventional promotional platforms that have a demonstrated record of generating a positive return on expenditure. However, transforming purchases from abroad to sales is challenging without a suitable advertising scope to convince buyers for possible exchanges and a pattern of recurrent sales.

Data security and privacy are crucial; client data sharing without consent between businesses and popups has made digital marketing difficult. Clients who were given access to their data have previously used it for illegal purposes. Many customers struggle with trust, especially when it comes to disclosing personal information. Take Yahoo's 500 million user account data leak as an example [12].

Consumers have misgivings about digital marketing; businesses are advised to address these concerns by developing strong branding and brand trust. However, a lot of businesses spend money on digital marketing to promote their brands. Because India currently lacks expertise in digital marketing, companies that implement digital marketing incorrectly end up spending money, time, and being less competitive in the market. E-commerce businesses have to drive traffic to their websites from both current and potential customers. This is done by carefully considering how digital marketing influences consumers' propensity to make a purchase. eCommerce websites have a big influence on shoppers' aims to make buys. With the rapid growth of technology and fierce competition, creative marketers should create a communications mix [13].

Therefore, the goal of this study is to use internet advertising via Facebook to examine the mediated effect of CRM on the affect of online purchase intent.

H1: Desire to make a web-based purchase is positively impacted by digital advertising.

H2: CRM is benefited by digital advertising.

H3: Desire to make an online purchase is positively impacted by digital advertising.

H4: customer relationship management as a mediating role in the impact of sophisticated marketing on online purchase intent.

## **2. Literature Review**

Marketing professionals employ digital interaction channels to advertise their commodities and assistance through digital marketing. Digital marketing was established particularly as the process of encouraging the transfer of data, commodities, and assistance via a computer system or the web [4].

CRM is referred to as the set, administration, and smart utilization of information with the assistance of technological tools for establishing future customer connections [5].As a result, CRM on social networking sites like live streaming on Facebook is a critical business practice. Since Facebook Lives is constantly updating novel assistance and commodities to customers to build continuing customer relationships.

Online purchase intent is defined as an instance in which a customer is inclined and intends to carry out online purchases [6]. This occurs when consumers pursue commodities or assistance, choose or purchase commodities through the web or online channels, or want to view Facebook broadcasting live.

According to the study, CRM serves as a mediator between focused factors and customers of web-based businesses while making online purchases. Additionally, the CRM steps in between online trust and advanced marketing in regards to online business consumers' web-based purchase goals.

Customer relationship management has been crucial to the success of many firms, according to [14]. Businesses today understand how important it is to have happy customers, and they are integrating customer relations into their operations to handle customers with more courtesy. The goal of this term paper is to understand CRM's significance in e-business. The significance of client relationships for the expansion of a firm is also covered. Research has been done on relationship marketing to show how client relationship the executives programmingmay be beneficial to a firm.

According to [15], business executives must have a strong mechanical reaction in the present dynamic and evolving market in order to preserve their client connections with the board; for instance, CRM is essential for the business's success. Because of its execution on the venture's profit, it has proven to be one of the fastest-developing special arrangements. This research examines the current writing on the effect of CRM in the cutting-edge commercial climate

and provides a comprehensive examination of previously released ends and investigations of the presence of CRM in business using a subjective, illustrative technique.

[16] Demonstrated how social client associations with the leaders' actions could initiate the assistance process and create a sense of duty among the clientele for the hotel brand. Regardless, there was no sustained correlation between the use of virtual diversion stages and profitable casual trade. In addition to providing interesting hypothetical duties, the ongoing poll serves as a guide for home managers implementing an SCRM system.

According to [17], Internet advertising increased the inclination to purchase online. But it turned out that CRM didn't really have much of a moderating impact. The research produced a significant addition to the research by providing a basic model of computerised promotion and speculating purpose to determine the effect of computerised displaying on online purchasing target with respect to internet company. Subsequently, the consequences, constraints, and prospects for future study were deliberated.

According to [18], implementing data innovation is essential for businesses, especially grocery stores, as it supports their techniques. Grocery stores typically employ data innovation in client connections with CEOs for situations like this one. Given the anomaly, a study on client interactions with the board is finished with regards to customer loyalty and dependability. Within a given time frame, 300 41 respondents were randomly selected, and their information was processed using a combination of speculation testing and direct relapse examination techniques. The review's findings indicate that there is a reasonable correlation between customer devotion and loyalty and the client's relationship with the board. Additionally, increase customer loyalty by taking into account a variety of factors to provide buyers with the finest support possible while managing customer relationships across the board. Again, data innovation support is needed in order to maintain the help cycle for consumers through fair information handling through IT while managing client connections with executives.

According to [19], the client-executive relationship (CRM) is nothing more than a collection of mechanical setups for successful boardroom business. The advantages highlighted in previous works are presented and described here in line with expectations for the trailblazing victory. The current studies on maintainability are especially important for achieving this goal since they provide a proper examination model to assess and favour the potential effects of each CRM component (deals, showcasing, and managements) on the 3 manageability components. Infinite supply of our ideas, the consequent approval of such a model need to provide a favorable impression of how CRM-related advantages might enhance the advantageous result of its components on each reasonableness evaluation. When it comes to electronic change and effective game plan improvement, CRM can be thought of as Green IT. This evaluation model undoubtedly serves as support for a clearer approach to reconciling the advantages and effects of implementing CRM, understood as a war, insofar as workable goals and advancement are concerned.

In [20], set out to determine the business advantages and variables influencing the adoption of SCRM in Indian enterprises. The study provides empirical support for the idea that organizational environment, environmental factors, and technological proficiency all have an ultimate impact on the critical function of SCRM in Indian enterprises. Furthermore, the trust element has a major impact on the actual use of SCRM in firms, whilst administrative initiative help usefully affects the last option. Administrations' business benefits were positively impacted by the principal application of SCRM. The concepts of technology, territory, and organizational structure form the foundation of the visionary model. It takes tallied novel attributes, such administration provision and belief, and as a result, determined the business advantages of associations employing SCRM negotiating through their accurate use of SCRM. The model that is being provided is easy to use, feasible, and has an 81 percent high level of explanatory power. The study provides evidence and useful information to practitioners about the methods and advantages of SCRM in Indian enterprises. The inquiry is one of the subject's few empirical researches. Through extra variables, hypothetical conceptualization, and exact logical discoveries of scholarly and chief importance, it contributes significant knowledge to existing works.

### **3. Research Methodology**

The research demographic has been unknown in terms of the total quantity of live-streaming Facebook consumers in Thailand. Thai nationals above the age of eighteen participated. A suitable sample of at least 200 occurrences at  $p=0.5$  is required for a likelihood error of 5% at the 95% confidence level. 355 people participated in this investigation. The data was collected by the investigators using online independently administered survey responses. Before the internet-based survey dispersion, the objective of the investigation had been made clear to the participants. The populations of those surveyed were examined employing descriptive data. The outcomes of every factor and questionnaire thing have been determined using mean examination and standard deviation (SD). Cronbach's Alpha has been established at 0.6 for assessing the information collection's dependability. The validity evaluation was performed employing loadings of variables, and the threshold has been established at 0.6. To evaluate the hypotheses, the completed information has been examined employing a structural equation model (SEM). In this investigation, 355 live-streaming Facebook consumers in Thailand.

#### 4. Result and Discussion

The respondent's demographic data has been presented in Table 1.

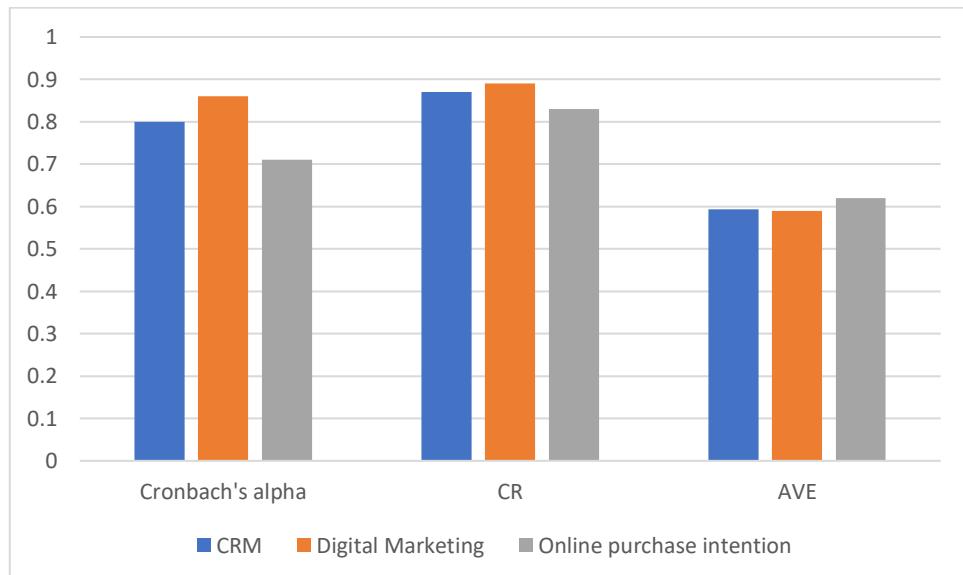
**Table 1:** Demographic data of Respondents

Variables	Number of Participants	Percentage (%)
Female	171	48.2
Male	184	51.8
18-25 yrs.	63	17.7
26-30 yrs.	74	20.8
31-35 yrs.	125	35.2
Above 36 yrs.	93	36.2
<b>Education level</b>		
Masters/Ph.D	16	4.5
MSc	97	27.3
BSc	197	55.5
Diploma	45	12.7

Since Cronbach's alpha, the mean variance extraction, and combined reliability (CR) scores were sufficient, the results of the inquiry showed the correctness and pattern dependability of the measurements. Because Smart-PLS 3.3.3 is suited for examining small sample numbers and has a thorough paradigm assessment, it has been used to evaluate the data. It also works well for evaluating complex prediction models that assess the relationships between latent components with several architectural pathways. The reliability of the scales has been evaluated using Cronbach's alpha and CR, as seen in Table 2 along with Figure 1. Table 4 displays the hypothesis's findings.

**Table 2:** Measurement frameworks reliability and validity evaluation

Variables	Cronbach's alpha	CR	AVE
CRM	0.80	0.87	0.594
Digital Marketing	0.86	0.89	0.590
Online purchase intention	0.71	0.83	0.62



**Figure 1:** Measurement frameworks reliability and validity evaluation

The outcomes of measurement frameworks discriminant validity evaluation. Because the square root of AVE for every factor was determined to be higher than the relationship with other factors, it was determined that the survey variables' discriminant validity has been verified.

**Table 3:** Measurement frameworks discriminant validity evaluation

Variables	CRM	Digital Marketing	Online Purchase Intention
CRM	0.55	0.77	-
Digital Marketing	0.76	-	-
Online purchase intention	0.58	0.64	0.79

The outcome of hypothesis testing is shown in Table 4.

**Table 4:** Hypothesis testing

Connections	Hypothesis	$\beta$	t-score	Outcomes
Digital marketing-Online purchase intention	H1	0.33	3.24	Accepted
Digital marketing-CRM	H2	0.63	13.94	Accepted
CRM-Online purchase intention	H3	0.49	5.31	Accepted
Digital marketing-CRM-Online purchase intention	H4	0.30	4.96	Accepted

## 5. Conclusion

This study explained the connection between customer relationship marketing (CRM), digital marketing, and the intention of online purchases among live-on social media Facebook users. The influence of consumer purchasing intentions on the live streaming system in Thailand was examined in this research. This research could help owners of companies, sellers via the internet, and live-streaming consumers by enhancing company designs and purchasing intentions through determinant variables related to digital marketing & the mediating impact of CRM, particularly among online vendors, purchasers, and owners of companies. Importantly greater participation was able to clarify the purchasing intention pattern by reacting to consumer requirements with the live streaming structure and providing data for future company choices. The outcomes verified CRM's role as a mediator in the connection between digital marketing & web-based purchasing intentions. By helping consumers locate the ideal product on social media outlets, marketers may improve their digital advertising efforts. Marketing experts might enhance CRM as Facebook broadcasting live focuses on building ongoing interactions with customers. Additionally, the goal to make an online purchase on Facebook Live may be ascertained by the buyer's goal to be a social media live purchaser in terms of maintaining customer relationships & digital marketing.

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