Conference Proceedings

DOKBAT

14th Annual International Bata Conference

for Ph.D. Students and Young Researchers

Tomas Bata University in Zlín
Faculty of Management and Economics
Mostní 5139 – Zlín, 760 01
Czech Republic

BUILDING CUSTOMER RELATIONSHIP THROUGH THE SOCIAL NETWORKS IN THE FIELD OF E-COMMERCE IN CZECHIA - CONCEPTUAL FRAMEWORK OF RESEARCH

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Abstract

This article discusses the concept of building customer relationship through the social networks (SN) to maintain loyalty and increase customer satisfaction in e-commerce in the Czech Republic. SN are a phenomenon at the beginning of the 21st century and it is a question of whether they can be used as a supportive tool in building relationships with customers. This research framework provides the basic theoretical knowledge necessary to create a conceptual framework of research. For this was used content analysis of literature. Includes individual research methods, both qualitative and quantitative. The qualitative part is supported by an interview and quantitative is supported by the Structural equation modelling (SEM). At the end of the article, the is suggested implications for theory and social practice are given.

Key words: CRM, social networks, e-commerce, Czechia

1 INTRODUCTION

In today's dynamically developing companies, companies face huge challenges such as high competition and the associated saturation of the market. There are also unpredictable changes in customer trends and requirements, both for companies themselves and for products. (Porter, 2008) This saturation of the market, as well as competition, puts the emphasis of companies on customer care. Maintaining customers is essential, not only for the key but also for existing ones. Social networks (SNs) have the potential to increase revenue and offer the opportunity as a new communication tool within Market 4.0. CRM, in turn, manages customer relationships. Combining these two tools can help increase customer loyalty and thus improve customer relationships as a result of these changes and improve the position of businesses in a market environment.

The research gap of this research concept is in the identifying the influence of the use of SNs on the satisfaction and loyalty of e-commerce customers in the Czech Republic in the selected segment and to propose recommendations for applications in business practice.

The Czech Republic has been selected due to unrealized research in this country and due to the continuous development of this area in the Czech Republic. This sector has grown more markedly in the Czech Republic since the millennium when the turnover of CZK 1 billion was exceeded. At present (2017), the turnover is CZK 115 billion, which is still only a fraction of the turnover in Germany, which is equivalent to ten times the Czech turnover in e-commerce for the same period. In addition, it is expected that this sector will continue to evolve. According to a published case study of the Association of Electronic Commerce (APEK), the electrical sector for 2017 is the most visited and most sought-after e-commerce sector. Therefore, this sector offers considerable potential for implying results. We can understand the electrical sector according to the APEK portal as a sector dealing with the sale of electrical appliances and electrical household appliances.

2 THEORETICAL FRAMEWORK

2.1 CRM

It necessary to understood customer relationship management (CRM) in the reason the CRM including activities that serve to enhance customer satisfaction and maintain loyalty (Lee, 2013) According to Kaderják & Simon (2009), there are many CRM definitions because the theoretical knowledge is constantly evolving, as well as practice. CRM is not just a software solution, but rather a strategy and long-term goals in building customer relationships. Bull (2003) and Levine (2000) summarized the theory of CRM, and in general, it can be said that the purpose of CRM is to obtain customer data. And their behaviour in such a way that these customers can be provided with products or services that are effective enough to build positive relationships.

Progress in IT provides marketing professionals with new ways to interact with customers. (Harrigan et al., 2011) It should not be forgotten that technology is a key tool of CRM that facilitates customer communication and customer data management. (Jayachandran et al., 2005) The trend in CRM according to Olbrich & Holsing (2012) is the use of social media (SM) or SN to increase customer interaction. According to Harrigan, Soutar, Choudhury &Lowe (2015), SM and SN are not used to replace the CRM software solution but only to makes easier customer relationships.

There is ongoing scientific research deal with SM and SN. The reason is that this is a relatively new trend that gives an unexplored possibility, as mentioned by Trainor (2014).

2.2 E-commerce

As well as the development of information technologies, the company is developing and gradually adopts new approaches. New approaches include e-commerce, which is spreading due to wider use of the internet. Laudon & Traver (2015), define e-commerce as the purchase of goods or services using a digital transaction between the organization and the individual. In the area e-commerce combines business activities and communications over the Internet. At the same time (2017) there are 37,000 in the Czech Republic entities using e-commerce for their activities. These assets, more precisely, transactions, services and communications are conducted remotely to create or acquire business activity. The difference from the traditional business can be seen in the requirement to provide consumer information for successful completion of the purchase. Typically, this is an address, a phone number, and possibly a credit card information. (Chellappa & Sin, 2005) According to Suchanek (2012), e-commerce has grown and became known to many people thanks to the new Web 2.0 approach. Dinev et al. (2006) note that the market environment is changing due to the more frequent use of e-commerce, eliminating the time and space barriers that once operated the exchange of goods or services between vendors and buyers. However, there still remains a problem with the need to transfer personal data.

2.3 Social networks

The earlier study by Kaplan and Heanlein (2010) defines SM as a set of Web 2.0 based Web applications that allow users to create (post posts) and exchange user-generated content (share posts). They also provide much data that needs to be collected, measured and evaluated, and then interpreted. According to Obar & Wildman (2015), terminology in social media is still

unclear, and some define SM as well as SN. For example, Boyd & Ellison (2008) puts the concept of SN and defines it as a means of enabling online communication. He also mentions that this area has experienced development over the past years thanks to mobile phones. Obar & Wildman (2015) add that SN are also part of many games like a Second Life. The team of Barker, Barker, Bormann, Roberts, & Zahay (2017) for example dived SNs into the following groups: Facebook, LinkedIn, Google+, CafeMom.

2.4 SEM components

The credibility of information - Li & Suh (2015) have said that the credibility of social information affects the attitude of the customer. Further research shows that the credibility and quality of information that companies share and share on SNs to some degree correlates with customer satisfaction (Freedman & Jin, 2017). Also, the credibility of the information is linked to the company's reputation. The reputation concerns the opinions of stakeholders, especially customers. These are signs of credibility, affection and respect. (Lange, Lee & Dai, 2011). According to Maamar, Costantino, Petrocchi and Martinelli (2015), the loyalty of the customer largely affects the reputation that companies have on SNs.

Usefulness and timeliness information - Users search for information that has utility value (Cheung et al., 2008). Users require quality information sources from their perspective (Moliner et al., 2007). Authors Arnaboldi, Conti, Passarella, & Dunbar (2017) suggest that information quality is also reflected in the number of social network monitors. Customers who search for useful information also want access to the current information they can identify or self-identify. Self-confidence in consumers is the way consumers present themselves on SNs. When they share and share certain messages that present them. This allows them to create a clear picture of their person on SNs. (Malhotra et al., 2012) Kressmann et al. (2006) state that self-determination affects customer loyalty to a large or firm. Research by Zhang & Bloemer (2008) states that self-determination reflects both the content and the value of the company.

Amount of information - Not only the usefulness, timeliness and credibility of information but the amount and frequency of information affect customer behaviour on SNs too. The frequency of information along with the relevance of the information is positively reflected in the relationship of the social network user to the company that disseminates these messages (Li & Suh, 2015). The possibility of information influences not only the satisfaction but also the behaviour of social network users (McEwan, 2017).

Data security - We understand such security to prevent destructive forces causing them to be destroyed or altered or alienated by unauthorized users (Bertino, 2010). According to a study by Rathore, Sharma, Loia, Jeong & Park (2017), social data security is often mentioned and is an important factor in deciding whether to use the social network. Further studies conducted in the online banking sector point to the relationship between data security and the user's willingness to use the technology. As a result, customer satisfaction is affected by this relationship. (Aboobucker & Bao, 2018)

Easy use - It is one of the kinds of user-friendliness and has an impact on the positive thinking of the user (Zillmann, 2000). It is essential for applications and other services to be user-friendly and easy to use. The extent to which an application or service is easily "usable" is reflected in customer satisfaction. We must not forget that everyone perceives this factor differently, depending on their skills (Rahman, Sakip & Nayan, 2016). Ease of use affects interactivity. So,

to what extent is the environment intuitive and interactive to the user. McWilliam's research (2000) shows that interactivity is important for communicating with consumers in online communities. This means creating different content with the need for customer engagement. Interactivity also reflects customer satisfaction and makes it easier to identify with a company and thus to build loyalty to a brand or company (Kuo & Feng, 2013).

Demographic characteristics of the customer - Customer characteristics are essential to understanding the relationship. These features include demographics and self-efficacy. Personal characteristics can be characterized by age, gender and education (Scott & Bruce, 1994). These characteristics influence the perception and behaviour of the individual. (Jacobsson & Associates, 2000) Self-efficacy can be defined as the ability or self-confidence in using the instrument or means to achieve our own goal. (Bandura, 1982) This name is not interpreted for Czech language and can be understood as a user's determination to use a particular technology or tool in a translated sense. Therefore, you can define the ability to use your computer as a computer self-efficacy.

Satisfaction - Kotler & Keller (2009) defined customer satisfaction as feelings of joy or disappointment. According to Zamazalova (2008), customer satisfaction is perceived as a specific goal of his behaviour towards which he is directed. A study by Chen (2012) showed a positive correlation between customer satisfaction and loyalty to the company or brand. According to Nenadal (2017), satisfaction can be perceived in the levels. Research by Nisar & Whitehead (2016) tells us that only a satisfied customer can become loyal.

Loyalty - Earlier studies suggest that customer loyalty can be defined in terms of loyalties of attitudinal and procedural in the relationship between the participant and another entity in the presence of alternative entities (Dick & Bass, 1994; Melnyk et al., 2009; Oliver, 1999). In this work, customer loyalty will be defined as the loyal attitude and behaviour of the consumer towards a particular company providing services, products, despite competitors providing alternative services on the market. Loyalty is a positive attitude towards the brand and also and re-purchase (Oliver, 2010). Loyalty is closely related to customer satisfaction, but with image company too. Loyalty can be measured as customer retention, but also as a customer recommendation (Kandampully & Suhartanto, 2000).

Company image - Keller (1993) the image of the company as perceived by the consumer organization in its memory. That will be a control transformation, because there is a relationship between satisfaction and company image (Brown et al., 2007). Only a company that is trustworthy and has a good image can get loyal and compliant customers (Park et al., 2009; Tokunaga, 2011). If the image of the company is not well known to customers, there is no relationship between SNs.

3 PROPOSED CONCEPTUAL FRAMEWORK

The areas of research are the specifics of building customer relationships through SN in the field of e-commerce in the electrical sector in the Czech Republic. A study by Chen (2012), Kumar et al. (2013), and last but not least, Suh & Yi (2006), states that customer relationship building is focused on customer satisfaction and loyalty, with satisfaction and loyalty closely related. Hassan, Nawaz, Lashari & Zafar (2015) state that the main contribution to building customer relationships lies in increasing customer satisfaction and consolidation. Building relationships with customers means activities aimed primarily at enhancing customer

satisfaction and customer loyalty. Because customer satisfaction has several levels, satisfaction can be enhanced or increased. In contrast, customer loyalty means, and it is only possible to state whether the customer is loyal or not. Therefore, customer loyalty can only be maintained (Nenadal, 2017). SN are an integral part of our daily life, and through technological developments, they are more intrusive to our day-to-day activities. Just like e-commerce, SN are available via the internet. Because of some similarities, the relationship of SN and e-commerce could have a greater positive effect on the customer in using together. (Li & Ku, 2018)

The object of the research is external customers (business-to-consume) using the services of companies in the e-commerce sector in the Czech Republic.

The research problem can be defined as follows: What are the possibilities of using SNs in e-commerce in the Czech Republic to increase loyalty and customer satisfaction? The main goal of the research is to: Identify the influence of the use of SNs on customer satisfaction and loyalty in e-commerce in the Czech Republic in the selected segment and to propose recommendations for applications in business practice.

4 SUGGESTED RESEARCH DESIGN AND METHOD

The basic methods used in the creation of scientific work, as well as any work, include analysis. The analysis represents the decomposition of the whole into individual parts. The purpose and purpose of such an action are to identify and explore the links between the components and their reciprocal functioning. Molnár (2012) define analysis as an analysis of characteristics, relationships, facts moving from one to the other. In this research, the analysis is carried out using SEM. The advantage of SEM is that it allows not only to model phenomena but also to test them statistically. This method will be based on the conclusions of Raykov & Marcoulides (2006), which provides the theoretical and practical knowledge necessary to understand and apply the SEM method. The SEM model can be formulated algebraically using a system of structural or simultaneous equations. The model is made up of variables that are latent, prominent, and residual. Last but not least, the structural parameters that characterize relations between variables. Mathematical and statistical methods will be used, these mathematical and statistical methods will be supported by the findings of Hindls, Hron, Seger, and Fischer (2007). The work will also use inductive and deductive scientific methods. Induction methods for representation of results and deduction method for literary research. Empirical methods will also be used and the most frequent empirical method is a questionnaire survey. The questionnaire survey will be used to examine the impact of SNs on the loyalty of e-commerce customers in the Czech Republic, reflecting their satisfaction. Collective methods will use already-considered data analysis and measurement methods. Measurements will be made using the above mentioned mathematical and statistical methods. The work will also use syntheses in the processing of knowledge from the literary research and the acquired data. Analogy methods will be used to draw conclusions and compare when comparing the conclusions with similar studies. Modelling will be used to create measurements and perceives customer loyalty through SN in the e-commerce area of the Czech Republic. Last but not least, the prediction methods will be used to describe the expected evolution of the selected phenomenon in the future. Other predicted statistical methods are described below.
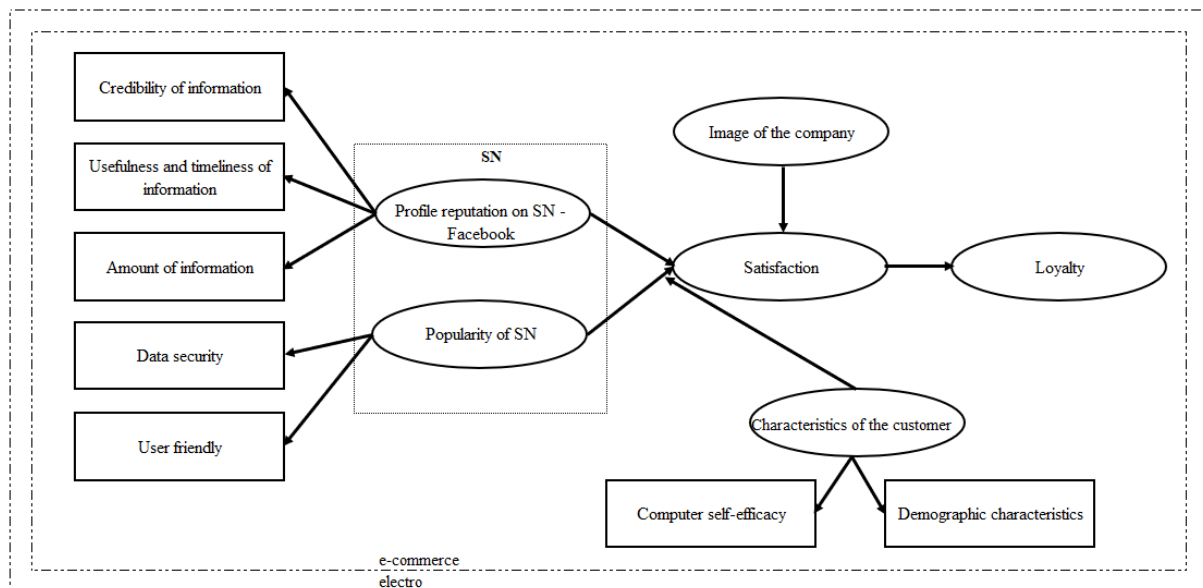
Figure 1 - SEM. Source: own

4.1 Sample size

Determining the sample size can be done based on the level of significance required by the accuracy of the estimate by Soukup & Kočvarová (2016). Therefore, assuming a maximum α 0.05 error rate at the level of significance β 0.95 and the distribution of knowledge of the respondents Δ1 0.50 x Δ2 0.50, the sample size is 601 of the respondents. This number can be considered as the minimum representative sample. When collecting data, emphasis will be placed on the proportional distribution of respondents from the basic files.

4.2 Data collection

Survey

The questionnaire survey that will be necessary to obtain the data will take place depending on the agreed terms and conditions with the addressed companies. The assumption is that they will be e-commerce customers with a uniform representation of women, age and age. Several portals offering these services (SurveyMonkey, Vyplnto.cz, Survio.cz, Google Forms, etc.) can be used for the electronic questionnaire. The link can also be disseminated using a common commercial message or using MailChimp. The questionnaire will consist of closed questions using the Likert scale, which serves to measure attitudes (Hayes, 1998). At 1 (totally disagree) to 5 (I totally agree). The form of the individual questions will depend on the direction of the research, the SEM model will provisionally contain 27 questions. The evaluation will be carried out using the following mathematical-static methods.

Interview

Interview with managers will take place using a semi-standardized interview. Enterprises will be contacted depending on the size of the business under investigation. The purpose of this qualitative research will be to identify the current state of social media in relation to customer relationship management. The evaluation will be carried out using a thematic analysis and open coding. The assumption is twelve managers with a uniform distribution depending on the size of the subject.

4.3 Data testing

Data testing will be performed using the MS Excel spreadsheet, the IBM SPSS, R and Minitab 18 statistical software. For quantitative part will be used a double t-test, Cronbach alpha, factor analysis, RMSEA and CFI. for SEM. Qualitative part will be supported by thematic analysis.

5 EXPECTED RESULTS

The results of the work can be used to supplement the theoretical knowledge and to evaluate new ones. Literary research provides a comprehensive state of knowledge about social networking issues, satisfaction and customer loyalty. Learning outcomes and concepts of SN and defining individual factors can serve as teaching material for the subject of marketing and CRM for both full-time study and combined form of study. Another benefit can be seen in the development of customer relationship building methodology. Authentication of the customer relationship model will contribute to the illumination of the issue. Research can serve as a basis for training and other educational activities for companies. The benefits of work for social practice can be seen in the results of the dissertation and the new approaches it provides. The results of SEM can be serve to increase the competitiveness of Czech companies or increase loyalty and customer satisfaction. Another level may be to strengthen the innovation potential of companies. The research will also provide practical implications and inspiration to consider when implementing e-commerce SNs in the Czechia.

6 DISCUSSION AND CONCLUSIONS

The research gap of this research concept is in the identifying the influence of the use of SNs on the satisfaction and loyalty of e-commerce customers in the Czech Republic in the selected segment and to propose recommendations for applications in business practice. This research will help to understand the relationship between SN and CRM. The researches focused only on e-commerce and SN were not implemented yet. The research method is mainly focused on SEM, which is supported by an interview. The research area can serve as a basis for other research or for comparison with countries with a similar history as Czechia, namely Poland, Hungary, Slovakia. Understanding of relationship between SNs and building customer relationships will help to develop innovation and increase competitiveness on market.

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