



Improving Customer Relationship Management (CRM) through Database Systems and Internet Marketing - An Analysis of Online Customers of Bangladesh

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Customer relationship management (CRM) is an approach in order to establish interaction with existing and probable clients by using data analysis from a database system named CRM database system which covers all customers' data. These are collected, stored and analysed utilising a customer relationship program. Bangladesh is a developing country where internet marketing is widely used now-a-days; however, lack of proper implementation of the latest technology, lack of adept IT professionals, poor delivery timing, and a bad transportation system are some of the disablers for success in online shopping systems. Also, few pieces of research have been done up to now on the integration of internet marketing and database marketing for online shopping in Bangladesh, as this sector is still developing. This research contains both qualitative and quantitative research in order to discover the ways of improving CRM for online shopping through database and internet marketing in Bangladesh. Face to face interviews, along with questionnaires' distributions, have been taken from Bangladeshi online buyers (customers) in order to know the ways of improvement in CRM systems. Moreover, this research provides information about the paths of the integrated working environment between IT and marketing teams of companies. Furthermore, appropriate recommendations are given for future research according to the results of the research.

Key words: *Internet Marketing, Database Marketing, Online Customers in Bangladesh.*



Introduction

E-commerce stands for electronic commerce, and refers to the buying and selling of goods or services through an electronic network, the internet. E-commerce has made global online buying and selling popular, and is considered as an essential medium for business development. Online shopping, electronic payment, internet banking, and online auctions are a few examples of e-commerce. When customers buy products or services through a digital platform, it is called online shopping (Rosen, 2002). E-cab (E-commerce Association of Bangladesh) is working on the improvement of electronic commerce systems of Bangladesh, by providing training and other advantages to the potential people and related organisations. This association works for the economic growth of Bangladesh through e-commerce sectors (E-Commerce Association of Bangladesh, 2019). The Bangladesh government introduced E-commerce in the 1990s. However, it did not gain popularity among people, as there were unfavourable circumstances such as low internet penetration rate, and inadequate online payment facility etc. The e-commerce industry got a new life in Bangladesh from 2009, when online payments were introduced and the use of debit and credit cards were allowed for buying online products and services by the Bangladesh Bank (Ramachandan, 2016). Few popular sectors of e-commerce in Bangladesh are Business to Business, Business to Employee, Business to Consumer and Consumer to Consumer (Ishtiaque and Sarwar, 2017). Online shopping is becoming widespread in Bangladesh gradually, and especially it is much more seen among the people of Dhaka city, as these people lead busy lives rather than in other parts of the country. Online shopping is quicker, offers more accessible ways in order to compare prices, and saves time. Also, online products are cheaper than retail products and it is possible to get varieties of products in online rather than retail. In Bangladesh, although people are interested in online shopping, there are a few reasons which are barriers to the full success rate of the online industry in Bangladesh. A writer of The Daily Star said that online orders could not supply goods in time and it is the main cause of customer dissatisfaction towards online shopping in Bangladesh (Parvez, 2018). According to the survey of The World Bank, the internet penetration rate of Bangladesh is 18% (The World Bank, 2019). As fewer people are using internet, so fewer people do online shopping, which is a significant reason for poor online shopping in Bangladesh. Moreover, government regulation, scarcity of adept IT professionals, cybercrime, lack of proper market research, inadequate transportation system, and high price and low availability of the internet are some of the common reasons for poor online shopping systems in Bangladesh.

Customer relationship management refers to an approach that creates interaction between company and customer using data analysis of clients' past shopping records in order to increase client retention and sales growth. The CRM system compiles data from different channels such as email, phone call, online shopping details, retail shopping details, and social media etc. All these data are saved for future marketing purposes. This is the way in order to



know about customers' characteristics and their regular demands so that it is possible to stay updated with regular and probable customers. Parvatiyar and Sheth, (2001) believed that CRM systems build good relationships with customers which abet to increase sales together with excellent customer services, and the goal of the CRM system is to improve business relationships with customers. Database marketing refers to a kind of direct marketing by using customers' histories from databases in order to generate communications to promote products or services for marketing purposes (Roberts and Zahay, 2012). These kinds of databases keep records of customers, clients, wholesalers, and competitors. The type of marketing in which the internet is used is called internet marketing. Internet marketing and database are closely related. Sellers use databases to save data of customers, and they do internet marketing with suitable data from databases in order to promote their products to potential customers. Hence, databases, together with internet marketing, help online sellers to keep good communications with customers. For example, a mother of a newly born baby buys products such as milk, dresses, and nappies for her child through online shopping. These data are saved in the databases. Accordingly, online sellers send emails and mobile phone messages to that mother about different kinds of milk, dresses, and nappies together with membership discounts. Some of the prevalent online shopping sites in the country are Cellbazaar.com, Bdbazar24.com, Ajkerdeal.com, Bagdoom.com. Also, retail stores such as Aarong, Richman, Ecstasy, and Nike in Bangladesh are doing online selling now-a-days (Ba and Johansson, 2008).

The research questions of this research are:

1. What is the present standing of CRM in Bangladesh for online shopping?
2. What challenges are faced by CRM in online shopping related to internet marketing and database in Bangladesh?
3. What recommendations can be given for improving CRM of online shopping in Bangladesh?

Online data flow is rising day by day at an increasing rate, creating demand for an ever-changing web-database linked in online marketing management (Howladar and Islam, 2012). Bangladesh is in a developing phase of internet-based marketing, facing so many social, economic and tech-infrastructure challenges. An integration between internet marketing and web-database management is mandatory for successful online selling and buying, which is a challenge for a developing country like Bangladesh. This research paper intends to take the challenge. Furthermore, fewer researches have been conducted until now in this sector, which is a problematic condition for online shopping in Bangladesh. For local as well as international businesses, Bangladeshi companies must use good CRM systems. This research paper is unique, which will help to understand the integration of internet marketing together with the uses of the databases for better CRM systems in Bangladesh (O'Leary et al., 2004).



Database (data analytics) can be a vital element in online shopping in Bangladesh by offering well-timed, trustworthy, useful, and related awareness about consumers that can help to support well-informed decision making (Rahman, 2015). It will create a balance by keeping trade-offs between each aspect of timeliness, frequency, granularity, and localness for improving awareness of consumerism of online shopping. After analysing the result, it will be possible to discover the current conditions, demands and expectations of online buyers of Bangladesh. Private online sellers, as well as the Bangladesh government, can use the results for a better understanding of online customers and develop their services. Also, these results will be a good source of information for future researchers who want to research online shopping in Bangladesh. Additionally, domestic and international corporations want to develop businesses in Bangladesh. This paper is a good source of information for them.

Literature Review

CRM refers to the technologies and processes which help to manage contexts, relationships, and sales. The data analysis method is used on customers' histories in CRM in order to establish the relationship between potential and current customers, which increases customer retention and sales growth (Buttle, 2004). CRM software is used in order to boost conversations, increase revenues and build strong relationships with customers (Payne and Frow, 2005). When companies or people do not have CRM, they keep records on sticky notes, business cards, excel sheets, outlooks or gmails. However, if the company has a CRM system, then all data are stored in a central location. All big companies maintain CRM systems that help to keep records of data. CRM can track general contact information like names, emails, birthdates, email conversations, history of conversations, and behaviours. CRM is necessary not only for marketing and sales activities, but also for other works like record keeping of staff members, special event dates, company meetings, and keeping connections among franchises. Although CRM software had high prices, the availability of many CRM software in the market has made prices low now-a-days. CRM software is used for business management, customer tracking, media integration, collecting customer feedback, data analysis, and managing personal and business tasks. Some examples of CRM software are SugarCRM, Zoho, Freshdesk, and Insightly CRM. Companies use these kinds of CRM for different purposes. For example, Freshdesk is used for salesforce automation and customer service which help to improve CRM. Although CRM software has many functions, these are mostly used for marketing purposes. Customers' data are saved in the software. These data are used in future in order to impress current and potential customers. There are reasons why CRM systems get problematic. McKim said that CRM systems face problems if business problems are not identified before buying CRM software (McKim, 2002). Companies establish good CRM systems for increasing the growth of marketing, sale and customer satisfaction (Berry and Linoff, 2004).



Databases are essential parts of CRM. All customers' data are collected, stored, and analysed by CRM programs which are encompassed in CRM databases. Companies use technologies in order to communicate with current and potential customers (Ellson, 2016). Companies collect data from various sources such as email, phone call, social media, and online and retail shops etc. These data are stored, verified, cleaned and integrated for marketing purposes (Ngai, 2005). When all the data are put systematically, then it is easier to decide logically (Cravens and Piercy, 2006). Databases contain information about transactions and customer contacts, which are used for future marketing purposes by companies. The transactions contain information about customers' buying habits, choices, and demands. On the other hand, contacts are used in order to communicate with current and potential customers. Companies use emails, and mobile messages etc. in order to communicate with their customers (Hopson and Keys, 2006). This approach is known as internet marketing. Internet marketing offers one to one communication between sellers and buyers. Low cost, 24/7 marketing, global reach within few seconds, social media marketing, and customer engagement are a few of the benefits of internet marketing (Shanthi and Desti, 2015). Internet users are increasing gradually in Bangladesh. The government of Bangladesh has introduced a 4G network in the country in 2018. They are working in order to set up a 5G network (5G, 2019). According to a survey of the Bangladesh Telecommunication Regulatory Commission (BTRC), the total number of internet subscribers were 93.702 million at the end of April 2019 (Bangladesh Telecommunication Regulatory Commission, 2018).

Integration between database and internet marketing provides a good customer relationship management system (O'Leary et al., 2004). Big companies have numerous data in their databases. When they need data of a specific customer, they do data analytics in order to find information about the particular person (Moniruzzaman and Hossain, 2013). For example, a corporate person always buys his products such as costly shirts, perfumes, watches, ties, grooming materials through an online shop with a membership card. Online sellers have records of histories about him, which are his choices, demands, price-ranges etc. Accordingly, online sellers send emails, mobile messages about such kinds of the latest products with promotions or membership discounts to him. Also, age, season, and geographical location are the factors for customers buying intentions (Goldsmith and Goldsmith, 2002). For example, a woman mentioned, during online registration of an online clothing store, that she is 30 years old, and working as a schoolteacher in Delhi, India. With this information, online sellers can do internet marketing with her by sending emails and mobile messages. This teacher can be offered colourful and designed Sarees or Salwar Kameezes (this is the typical dress culture of 30 years old Indian ladies) instead of western dresses with promotional and membership discounts. Furthermore, festivals and events are the best time to earn money for online sellers. For example, Bangladesh is a Muslim majority country. During Eid-Ul-Adha (Biggest religious festival of Muslims), companies search

potential Muslim buyers from their databases and send emails or mobile messages with the latest updates of products together with promotions and discounts.

Methodology

The questionnaires distributions, as well as face to face interviews, were done in order to collect data. As the research is based on two types of data in a single experiment, so the results are improved and precised. Questionnaires were distributed among 50 customers. The collected data is analysed by SPSS software.

Results and Findings

Profile of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	25	50.0	50.0	50.0
	Female	25	50.0	50.0	100.0
	Total	50	100.0	100.0	

Among the 50 respondents, 50% are male, and 50% are female.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<18	10	20.0	20.0	20.0
	18-29	20	40.0	40.0	60.0
	30-40	12	24.0	24.0	84.0
	>40	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

According to the above table, 40% of the respondents are aged between 18 to 29 years, which is the group of significant respondents. On the other hand, above 40 years, people are minor respondents, which is 16% of the total respondents.

Table 3: Religion of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Muslim	30	60.0	60.0	60.0
	Hindu	7	14.0	14.0	74.0
	Christian	3	6.0	6.0	80.0
	Others	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

Sometimes, online buying intention differs according to religion. Although the culture of all religious people is almost same in Bangladesh, there are varieties in a few things. For example, the food culture of Muslims and Hindus are slightly different in Bangladesh. Therefore, it is a matter whether the customer is Muslim or Hindu and their satisfaction in online shopping for any specific industry. In this research, 60% of respondents are Muslim, which is the majority group.

Table 4: Income of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 10,000BDT	10	20.0	20.0	20.0
	10,000-49,000BDT	10	20.0	20.0	40.0
	50,000-1,00,000BDT	20	40.0	40.0	80.0
	>1,00,000BDT	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

As from the above table, 40% of people have a monthly income between 50,000tk to 1,00,000tk (Bangladeshi currency), which is the majority group.

Table 5: Education of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below SSC/O-levels Qualification	12	24.0	24.0	24.0
	SSC/O-levels passed	13	26.0	26.0	50.0
	HSC/A-levels passed	10	20.0	20.0	70.0
	University level	5	10.0	10.0	80.0
	University Graduate	8	16.0	16.0	96.0
	Uneducated	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

In this experiment, 26% of respondents are SSC/O-levels pass students and this group is the dominant group.

Table 6: Profession of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	15	30.0	30.0	30.0
	Businessman	13	26.0	26.0	56.0
	Housewife	10	20.0	20.0	76.0
	Service holder	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

As from the above table, 30% of respondents are students by profession which is the dominant group.

Table 7: Online Shopping Use of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	50	100.0	100.0	100.0

Questionnaires were distributed among the people who are regularly involved in online shopping. According to the above table, 100% of respondents are online customers.

Improving CRM through Database Systems & Internet Marketing

In order to investigate how to improve CRM through database systems and internet marketing, a specific questionnaire was prepared. Likert scale is used having options from strongly agree (option 1) to strongly disagree (option 5).

Table 8: One-Sample Statistics

	N	Mean		Std. Deviation
		Statistic	Std. Error	
Online Shopping	50	1.00	.000	.000
Receive Quality & Standard Products in Online Shopping	50	2.38	.137	.967
Online Shopping Saves Time Money Energy	50	2.92	.202	1.426
Online Sellers Knew My Buying Habits	50	1.78	.165	1.166
I Use Membership Card while Online Shopping	50	1.24	.084	.591
Online Sellers Provide Assistance through Phone	50	1.14	.050	.351
Online Sellers Sell Local & International Products	50	2.04	.151	1.068
Delivery timing of Online Shopping is Satisfactory	50	2.96	.210	1.484
CRM of Online Shopping is Satisfactory	50	1.94	.150	1.058
Internet Available with Low Cost for Online Shopping	50	3.00	.202	1.429
Online Buying is Less Secured	50	2.56	.238	1.680
Valid N (listwise)	50			

Ten questions were asked from online buyers in order to investigate how to improve CRM through database systems and internet marketing in Bangladesh. According to table-1, it is possible to see the responses of the respondents by measuring through mean and standard deviation.

Receive Quality & Standard Products in Online Shopping

The first measure was in order to know how many people receive quality & standard products while doing online shopping. 42% of respondents agree and 18% of respondents strongly agree.

Table 9: Receive_Quality_Standard_Products_in_Online_Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	9	18.0	18.0	18.0
	Agree	21	42.0	42.0	60.0
	Neutral	12	24.0	24.0	84.0
	Disagree	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

A 25 years old female student said, ‘I do online shopping regularly. I am satisfied with product quality.’ So, it can be said that people are satisfied with online shopping in Bangladesh. However, the respondents are not 100% strongly agreed, indicating that people need to depend on customer care for online shopping. It may be through email, phone call etc., which means that a robust CRM system is desirable.

Online Shopping Saves Time, Money & Energy

24% of respondents are agreed that online shopping saves time, money, and energy, which is the major group of respondents.

Table 10: Online_Shopping_Saves_Time_Money_Energy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	20.0	20.0	20.0
	Agree	12	24.0	24.0	44.0
	Neutral	10	20.0	20.0	64.0
	Disagree	8	16.0	16.0	80.0
	Strongly Disagree	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

A 24 years old guy said during the interview, ‘I do online shopping as I can browse varieties of products within a few seconds.’ So, online shopping is valuable in Bangladesh; therefore, it is needed to establish a sound database systems that will positively affect CRM.

The Online Sellers know Buying Habits/Choices of Customers from Their Databases, So I Get Update About Desired Products Every Time Through Emails/Mobile Messages, Even They Wish Me in My Special Days such as Birthday, Marriage Day, Cultural Festival Days:

64% of respondents indicate that online sellers know their buying habits, and they receive regular updates of their desired products. Also, they are given wishes on special days together with product promotions.

Table 11: Online Sellers Knew My Buying Habits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	32	64.0	64.0	64.0
	Agree	5	10.0	10.0	74.0
	Neutral	5	10.0	10.0	84.0
	Disagree	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

A 34 year old housewife said, ‘I receive discount offers during Eid-Ul-Adha (Muslim Festival) for a variety of household products from online sellers as they know my regular buying habits.’ Therefore, it can be said that online sellers use database systems for internet marketing in Bangladesh, and they are successful, which is positive for CRM systems.

I Use Membership Card Number (Online Selling Company Has Given Me A Membership Card) & I Get Discounts When I Buy Products from My Favourite Online Companies:

84% of respondents are strongly agreed that they use membership cards, which indicates that they use membership cards while doing online shopping, whereas 8% of respondents are agreed among total respondents.

Table 12: I Use Membership Card while Online Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	42	84.0	84.0	84.0
	Agree	4	8.0	8.0	92.0
	Neutral	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

A 22-year-old boy said in the interview, ‘I love to do online shopping. My favorite brand Nike has given me a membership card and every time I get a discount with this card.’ Therefore, it can be said that online sellers save customer data in databases in Bangladesh and this data is used through software where the internet works as a medium to transfer data.

If I Face Problems during Online Buying, then I Call to Company Customer Care for Instant Help and They Help Me Over Phone:

The respondents get help from customer care through the phone in Bangladesh, as 86% of respondents are strongly agreed with this issue.

Table 13: Online Sellers Provide Assistance through Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	43	86.0	86.0	86.0
	Agree	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

A 37 year old man said ‘Generally, I do not get troubled in online shopping. If anything goes wrong, I call them, and they provide help instantly over the phone.’ So, it can be said that communication through the phone is suitable for online sellers and positively affects CRM systems.

I Get Both Local & International Products when I Do Online Shopping in Bangladesh

In Bangladesh, sellers sell both local and international products. 40 % of respondents have given positive opinions on it.

Table 14: Online Sellers Sell Local & International Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	20	40.0	40.0	40.0
	Agree	15	30.0	30.0	70.0
	Neutral	8	16.0	16.0	86.0
	Disagree	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

A 35 year old woman, service-holder by profession said, ‘I use to attend conferences as it is a part of my profession, so I need varieties of local & international fashioned corporate dresses, those I buy through online as it saves time and I can choose from many items within few minutes.’ Therefore, it can be said that people are much more positive on local online sellers for buying local and international products, which affects positively on CRM systems.

I am Satisfied with Delivery Timing from My Favourite Online Shops

28% of respondents are agreed that they are satisfied with the delivery timing of online shopping in Bangladesh, which is the major group, whereas the second largest group is strongly disagreed, which is 22%.

Table 15: Delivery Timing of Online Shopping is Satisfactory

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	20.0	20.0	20.0
	Agree	14	28.0	28.0	48.0
	Neutral	5	10.0	10.0	58.0
	Disagree	10	20.0	20.0	78.0
	Strongly Disagree	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

A 30 year old man, service-holder by profession, said, ‘I never get products in exact time while doing online shopping.’ As sometimes, people are not getting their products on time, so the company’s interaction with customers get diminished, which affects negatively on CRM systems. So, this problem needs to be focused on and solved.

I am Satisfied with CRM Systems of Online Sellers

40% of respondents are strongly agreed while 4% of respondents strongly disagreed when the topic is CRM of online shopping is satisfactory in Bangladesh or not.

Table 16: CRM of Online Shopping is Satisfactory

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	20	40.0	40.0	40.0
	Agree	20	40.0	40.0	80.0
	Neutral	5	10.0	10.0	90.0
	Disagree	3	6.0	6.0	96.0
	Strongly Disagree	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

A 32 year old housewife said, ‘I am satisfied with CRM systems of online shopping. However, the internet is not available everywhere in Bangladesh, that is a problem.’ This is a general question in order to know the current conditions of CRM systems in Bangladesh.

Internet is Available Everywhere at a Low Cost in Bangladesh for Online Shopping

The internet is not available everywhere in Bangladesh. It was discussed in the introduction part. However, respondents give a different opinion. 20% of respondents are strongly agreed & 20% of them are strongly disagreed with this opinion.

Table 17: Internet Available with Low Cost for Online Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	20.0	20.0	20.0
	Agree	10	20.0	20.0	40.0
	Neutral	10	20.0	20.0	60.0
	Disagree	10	20.0	20.0	80.0
	Strongly Disagree	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

A 22 year old girl said, ‘I live in Dhaka, and I never get troubled with an internet connection.’ Internet information, respondents’ percentages and direct opinions are different for internet availability in Bangladesh. Therefore, it can be said that different parts of Bangladesh might have different internet penetration rates and internet marketing is not the same everywhere. For good CRM systems, the internet must be available everywhere in the country.

Online Buying is less Secured in Bangladesh, Especially Providing Details About Credit/Debit Card Numbers are Risky

40% of respondents indicate that they strongly believe that online buying is less secured, whereas 26% of respondents indicate that online buying is more secured.

Table 18: Online Buying is Secured

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	20	40.0	40.0	40.0
	Agree	12	24.0	24.0	64.0
	Neutral	1	2.0	2.0	66.0
	Disagree	4	8.0	8.0	74.0
	Strongly Disagree	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

A 29 years old student said, ‘I do regular online shopping, and I never faced any problem with security issues till now.’ The government and authorities might take steps in order to improve online security systems.



Recommendations for Future Research

Firstly, all areas of Bangladesh do not have the same internet penetration rate; hence, results might differ if research is done on a specific area. A large number of internet users and the extraordinary internet speed have made online shopping stress-free for clients. Dhaka and Chittagong have the highest internet availability whereas the rest of the country has fewer internet access facilities. Also, most of the rich people live in these cities, whereas most of the poor people live in other parts, especially in rural areas. Therefore, internet marketing is not the same everywhere in Bangladesh. Future research can be done in specific areas in order to get more accurate results. Secondly, this research is done on online buyers (customers). The same research can be done on online sellers in order to investigate the ways of enhancing customer relationship management through database systems and internet marketing in Bangladesh.

Conclusion

To achieve market power, it is mandatory to upgrade CRM systems of online companies whereas good database systems and internet marketing are two crucial factors in order to establish perfect CRM systems. This research and recommendations for future investigations will be helpful for future marketing developments of Bangladesh.



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