

Determinants of Car Sales in Business and E- Business

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ABSTRACT

The purpose of the current study is to examine the factors that influence car sales and e-business and the research shows that businesses need CRM functionality to help the process of marketing, distribution, ordering, production and operation. CRM features can be broken down into three major groups, Marketing Automation, Sales Force Automation and Customer Care & Support, That comprises several different functional classes in each category. The truth is that businesses work within the retail or manufacturing sector doesn't seem to suggest that the need for CRM features is substantially different. Nevertheless, there are many other factors that tend to affect the needs, such as the stage in the creation of the CRM project and the organizations' project orientation. For explain how companies can use a CRM program, this article provides a description of how CRM technology can be used at different levels of the selling process. All functionality is widely universal and can be used in the selling process at several different points, while other features can be related to a specific phase. The study reveals that the technology used in the selling cycle is included in all phases of the three major functional categories. Customer Service & Support functionality.

Keywords: car business, e-business, customer relationship management

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INTRODUCTION

This complex and unpredictable world has forced companies to restructure themselves to improve their chances of survival and growth. That has contributed to the latest marketing research approaches. One strategy is marketing partnerships, which drew significant attention from marketing scholars and practitioners alike.

In the fields of service marketing and industrial marketing, the idea of connection marketing has arisen. From the outset service providers base their strategies on the concept of the marketing mix. After Neil Borden introduced it in the 1950s, the marketing mix, consisting of the 4Ps (product, quality, location, and promotion), has dominated marketing research. The definition derives from the marketer's conception of being a "mixer of ingredients," combining the four Ps in a way that makes the bid successful (Amit & Zott, 2001). The marketing combination, however, had many drawbacks within the services sector. It was made apparent because service characteristics vary significantly from product characteristics. Products are mostly intangible and often difficult to explain, so it's hard to measure their worth. Therefore, they usually involve some form of contact between the seller and the customer during service production. Such new requirements meant that the four Ps were too restrictive and tailored mainly to circumstances involving bundled consumer products targeted at large mass markets. Therefore modern marketing strategies and ways of thinking have evolved. A paradigm change is clearly under way, where the marketing mix model loses its position, according to past studies.

There are four fundamental principles of Partnership Marketing according to previous studies. Partnership Marketing emphasizes the mentality of long-term cooperation and win-win. An organization should see its vendors, consumers and other parties as partners where the goal is to establish shared interest. To all those concerned, the partnership must be positive in order to establish long-term relationships with current parties. Relationship Marketing's other basic principle is that both parties should be involved and take responsibility (Bohnsack, Pinkse & Kolk, 2014). The partnership should be collaborative, where the client, for example, may

initiate product or service changes or improvements. Lastly, past studies note that consumers should be treated as individuals rather than masses; a source of income rather than an expense, and the role of the manufacturer is to build value for the consumer, not win over the consumer. In several cases, IT impacts the company activities. This may mainly promote processes of communication, knowledge exchange and cooperation with customers and within a firm or network. Communication should also be bidirectional, incorporated, registered and controlled.

A number of scholars have attempted to identify CRM. Here are some of the meanings that hopefully will provide a clearer understanding of what CRM means. Bose (2002) notes that "CRM includes, at its heart, the convergence of technology and business processes used to meet a customer's needs." Mr Bose goes on to explain in terms of IT, where CRM is described as "an enterprise-wide integration of technology and functions such as data warehouse, websites, intranet / extranet, telephone support, accounting, sales, marketing and development" (Delhi, 2016).

Past reports also have many examples of CRM; where CRM as an all-embracing approach and CRM as an IT concept are also based on the definition. The benefit is maximized by differentiating customer relationship management. Another concept given by Mr. Xu is formulated as follows: "CRM is essentially a notion of how a company can maintain its most valuable customers and at the same time minimizing costs, increasing engagement values to optimize profits." According to Xu, CRM can also be described as "an information industry term for methodologies, software, and typically Internet capabilities that help a company manage customer relationships in an organized manner" or "an all-encompassing approach that combines sales, customer care, marketing, field support, and other functions that touch customers seamlessly"

According to Swift (2001), CRM may be described as "an organizational approach to understanding and influencing consumer behavior through effective communication to increase customer acquisition, customer retention, customer loyalty, and customer profitability" (Devaraj,

Krajewski, & Wei, 2007). The term "enterprise" in the above description is of particular significance because CRM is a strategy that has to be incorporated into all that an organization does and has to include the entire business. Nevertheless, software that supports quotation process management can be linked to the part of the selling process where the quotation is distributed before the order is closed. Information on the negotiation process may be related to the steps after the order is closed. Sales personnel remain in touch with suppliers and clients during all stages of the selling process, suggesting that the whole process requires Contact Management technology. Of example, there is a continuous need to coordinate and monitor prospect and client data and there is also a general need for integration with Microsoft Outlook.

LITERATURE REVIEW

One thing for sure is the fact that our environment is changing rapidly and the competition for each consumer is intense. Companies become irritated by competing with only slight advantages which competitors easily copy. CRM offers an opportunity to climb above marginal benefits by building real customer relationships (Corner, 2002). It's clear they don't really know what a partnership is and they don't understand that careful considerations are required. There is a need to improve the awareness of what CRM is all about in order to prevent businesses continuing to struggle. Management requires a good picture of what the plan entails and the conditions for success (Drew, 2003). It's also obvious that IT, a CRM program, is required to help the realization of CRM. The symbiosis between technology and marketing is likely to result in company growth. Implementing a CRM program that does not meet business expectations or is not approved by customers can create significant issues for businesses and ultimately cause rising costs rather than contributing to customer service changes.

Accordingly, the question of how to incorporate IT into the development of marketing relationships has not yet been addressed in a systematic and effective manner (Garicano & Kaplan, 2001). Sadly, few businesses are turning the information into consumer awareness and thus losing the ability to give their customers value. Nevertheless, CRM is the method that leads to benefit, implemented in the right way (Garicano & Kaplan, 2001). When businesses turn consumer data into information and then use that knowledge to develop relationships, then loyalty will be built and profit will follow. Businesses will reap multiple benefits from CRM according to previous studies. He notes that in one of these regions, the benefits are generally found:

Thanks to the fact that current consumers are typically more sensitive, sales costs are reduced. Therefore, the partnerships are more successful with greater awareness of outlets and distributors, as well as the marketing campaign expenses are reduced.

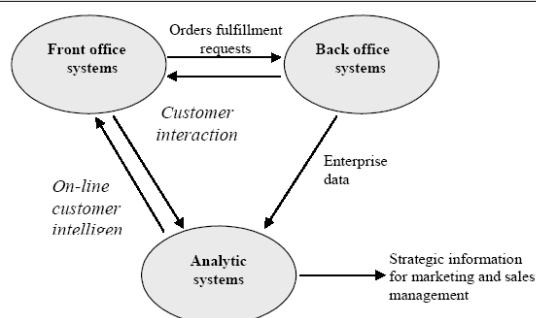
When consumer wallet-share increases, the company productivity improves. Increases in up-selling, cross-selling and follow-up transactions, and further referrals from current customers come with higher customer service.

Since consumers stay longer, spend more and purchase more often, customer satisfaction increases. The consumer also takes measures more often, which raise the boundary relationship, while also the customer loyalty (Hussain, Mosa, & Omran, 2017).

The business must figure out which consumers are profitable, which ones will never become profitable, and which ones in the future will be profitable. It is very important as the secret to success in any company is concentrating on attracting profit-generating customers. Not all customers are valuable; some may even put the company at risk. It occurs when the clients use the time, energy and money of the organization without producing enough revenue to make them worth the effort. Many businesses may apply for CRM, based on previous studies. There are also several businesses that are more likely than others to profit from CRM. These are businesses that collect a great deal of customer data while doing business and have highly distinct consumer needs (Hussain, Mosa, & Omran, 2018).

A major difference, however, is that relationships with companies are much more complicated than with customers, because both a person and a company are involved in the relationship. The partnership most frequently includes contact with other individuals, as more than one person is usually involved in making purchasing decisions. Therefore, the structure of the purchasing groups as well as the individual players involved must be defined when targeting firms, what they value and what position they play. Consequently, the implementation of CRM is far more relevant for companies that target other businesses than those that target customers. Even the value of implementing CRM has increased because no business will survive today if they concentrate only on the goods or the price. Build the best approach to steer clients to various outlets. The approach "we will deal with customers on whatever platform they want" is right for a few organizations; but it is a formula for failure for the vast majority of organizations (Hussain, Musa & Omran, 2019).

The aim of this is to ensure that companies are fully aware of their clients, and then behave according to their needs and the interests of the company. In other areas important knowledge is produced and utilized. Any enterprise that does CRM properly needs to incorporate the front office, back office, and analytical systems.



Source: Bradshaw & Brash (2001), pp. 525

Figure 1: The "virtuous triangle" of CRM

CRM is a business technique, which involves planning, interaction and improvement, according to previous reports, and any employee. The essence of CRM is to know the customers and how they want to communicate. CRM is about marketing and understanding of the consumers, not about fantastic tech. CRM can be of wide reach, but it can also be as basic as monitoring your tasks and keeping your commitments.

CRM determines what is going on in a company, so that CEOs can push with more strategic knowledge in many ways. CEO and board participation is also a crucial factor impacting the effect of CRM programs and growing

resistance to change. To put it plainly, if the CEO makes a CRM plan easy and approved it probably will succeed. The main issue with CRM is that workers are expected to collect more data in order to do better. Some workers hate the way it slows them down, so they oppose it if they have not been shown the benefit. Organizations need to be excited about CRM usage, and start with a few key supporters. Employees need to be told that they'll get something out of it if they put information into CRM systems.

Various individuals have different opinions of the same client in an organization. The marketer might think, "He wants to buy, we need to keep selling to him," while the financial manager thinks, "he doesn't pay his bills, we'll have to stop selling him." So, you need to recognize clients, and why you need to incorporate CRM systems. Therefore, if consumer data does not show easily which consumers offer value, then it might be too late to change marketing strategies until the knowledge has been realized. Successful CRM is about finding the right knowledge in real time (Hussain, Musa, & Omran, 2018).

It is important to spend time studying the IT market in order to identify the organizationally relevant resources and technologies. Until the mid-90s, customer service devices didn't include SMS messaging, the Internet or digital phones. In this situation, the management must be cautious and take a long-term look at the big picture instead of only concentrating on short-term costs. This is all about what the company wants, you are in trouble if you don't have a dream behind the sticker price. CRM is no wonder for five minutes. Return on investment also takes decades to come in. While IT staff need to help with technological CRM decisions, there is a business necessity for any investment. Delete what is not required by the company and incorporate CRM systems where they bring value to consumers before attempting to bring value to the organization. It might take two years for a major program to carry out and then suddenly the criteria and goals of the company have changed. Note also that CRM needs can vary from one department to another (Nawaz, Afzal, & Shehzadi 2013).

If the company is not feeling up to the learning curve for CRM, consider outsourcing. On behalf of customers, outsourcers will also hire, train, and operate contact centers. The consumer doesn't matter where the person they refer to sits as long as their needs are met. Today, outsourcers that collect consumer information that they sell back to the company or use to handle CRM for the company are becoming more popular. According to previous research, three factors tend to be influencing CRM in the immediate future. Yet Bose emphasizes that "no one can predict the future with certainty." Below are the patterns described?

Companies are increasingly collaborating along the value chain with other parties, and therefore channel relationships are required (Nawaz, Azam, & Bhatti, 2019). Internet-based technology is also a component of CRM, because it allows the control of multiple stakeholders across diverse networks. More visual resources are used to evaluate consumer data. Such methods are stronger than conventional technology used in OLAP. In the CRM market, consolidation of vendors is growing. To ensure seamless hardware and software integration, organizations that provide core technology are purchasing or collaborating with different CRM vendors. Past studies also reference virtualization as a phenomenon that will influence the evolution of CRM, as mentioned below (Sanders, 2007),

There is no perfect way to build a CRM program, because each organization has its own specific requirements depending on what consumers they are targeting and in which market they are competing. As a result, there is a growing need for customized solutions, as it means less machine tailoring to suit your company. Therefore, hiring a CRM provider who genuinely knows and understands your specific company is important. Some experts, as you would suspect, argue that the underlying CRM program would soon become a less relevant factor than the vendor's industry expertise (Swaminathan & Tayur 2003). CRM solutions are constantly developing and offer a range of resources for businesses to use to strengthen their customer relationships. There are two major factors according to previous studies that influence the need for CRM technologies to enable CRM completion, see below:

1. To order to satisfy the needs of the customers CRM systems, the need for better quality of CRM is constantly being used to organize the resources of businesses in a proper order.
2. Request for higher CRM efficiency. CRM systems allow for manual automation of work previously performed there are three critical criteria that need to be met by a CRM program according to past studies. These are:
 1. For through customer interaction have a coherent and cohesive view of each customer.
 2. Provide a full picture of the product to the client, no matter how the client approaches the product.
 3. Allow sales, marketing, and service staff to conduct their duties more like a team, resulting in cost savings and improved efficiency.

METHODS

The chapter explains the methods used in this analysis and will explain how the question of science has been solved. Exploratory work is undertaken to explain and describe the essence of an issue, where the aim is to provide clarification and understanding and not to provide definitive proof. Exploratory work is usually done with the hope that further study will proceed. Flexibility regarding the methodology applied characterizes exploratory science. The researcher must be open to fresh ideas and perspectives instead of following formal protocols which can steer the investigation in a new direction. As a result, the research's focus can be rapid as the study continues and new information is obtained. This research. There are many different research methods, such as longitudinal experiments, secondary data analysis, case studies and pilot tests. This thesis adopts an approach to case study. Case study is a methodology that intensively explores one or more related circumstances to the question of the researcher. A benefit of doing a case study is that it is possible to examine a whole company or individual in detail. Documentation: recorded material includes, written incident and contact notes, administrative records (proposals, progress reports, and internal papers), structured site studies / evaluations under investigation, and mass media posts. Archival documents: organizational documents, maps and charts, name lists, previously collected survey data, and personal records, such as diaries and calendars.

Interviews: There are various types of interviews, including open-ended interviews, oriented interviews, and surveys. Open end interviews are conversationally performed. The respondent may provide evidence, opinions on events and his or her own perspectives on events. The interview lasts for about an hour, for a brief period of time, and the questions emerge from a

procedure. The survey essentially means more formal questions. Direct Observation: the case involved visits to the site requiring direct observations, through attending workshops, in schools, or visiting the factory. Especially as the interviews were conversationally conducted, and the respondent was able to respond in his own words, there are many methods to choose from when carrying out an interview.

ANALYSIS

Shanghai Volkswagen Company has categorized their customers by level of market value. How essential the customer is depends on a combination of consumer productivity and how receptive the consumer is to the opportunities this business provides. The distinction will help the sales people prioritize certain customers over others, which will ideally lead to an improvement in the closing rate. So how consumers are handled depends on the customer's anticipated return price. The respondent provides an example below.

However, if the customer is not that successful but still very receptive to offers and eager to make more profits, Shanghai Volkswagen still considers this company to be a significant customer as well. This particular customer may become very lucrative in the future and therefore treating the customer right is crucial.

In addition, how customers are handled often depends on the need for close interaction between the customers and Shanghai Volkswagen. Many consumers purchase a lot of cars without being in direct touch with the business and therefore this car manufacturer has very distant relationships with those consumers. Other customers need a lot of attention and therefore Shanghai Volkswagen Company has a much closer relationship with those customers. The respondent stresses he sees good customer service as very necessary. Even when establishing close customer relationships. He said a close customer relationship, with a high degree of contact, is typically dependent on a good relationship between the involved parties. Furthermore, close customers are important for Shanghai Volkswagen as close customers typically see this car company as a profit-making mechanism within their own company and are therefore anxious to make more business with Shanghai Volkswagen Company.

This chapter contains an overview of the empirical evidence provided in the chapter before. The empirical evidence will be contrasted in the study with the hypotheses provided in the reference frame, which is based on the initial frame of reference and the study of CRM systems. The chapter layout will be based on the research questions in order. However, research questions two and three will be posed together as the CRM specifications of the study objects are defined simultaneously in the empirical chapter, and the need for CRM functionality. To begin with, the suitability of the study items will be evaluated. There are some features that workers use in the entire selling process, which can thus be viewed as general, all-encompassing, functionality. The general functionality will be discussed in this section, and the general as well as the other necessary functionality will be linked to other steps in the selling phase in the next section, explaining how and when to use the functionality. The study of the CRM functionality's generality is based on the author's interpretation of CRM functionality. This is as there are no theories included in the reference frame dealing with this problem.

Sales process / Event Management helps sales staff during the whole selling cycle throughout their everyday work. They will coordinate their tasks by providing a calendar and a To-Do list. You can also report their planned and conducted selling events, which is vital because it helps everyone to be updated with a prospect or a customer on the current situation. However, sales people need continuous access to information and documentation from a central database. The sales process used in the reference frame does not explain the basic steps that include sales management activities, while sales management tends to permeate the entire sales process. The functionality which supports sales management can therefore be considered as a general functionality. This is fair, because it is necessary for management to have the ability to monitor the sales people's activities and assess their results as needed, and to decide how rewards and commissions will be allocated on the basis of that information. To know where the company is headed, it is also important for management to have the ability to conduct market research on an ongoing basis, analyze the sales pipeline and produce revenue estimates & budgets. Analysis of sales data also provides an indication of the success of consumer purchases when approaching distributors and retailers. There is also a need to produce marketing and sales reports at different stages, so neither can be linked to a single phase.

Nevertheless, software that supports quotation process management can be linked to the part of the selling process where the quotation is distributed before the order is closed. Information on the negotiation process may be related to the steps after the order is closed. Sales personnel remain in touch with suppliers and clients during all stages of the selling process, suggesting that the whole process requires Contact Management technology. Of example, there is a continuous need to coordinate and monitor prospect and client data and there is also a general need for integration with Microsoft Outlook. Lead management features can be used in the entire sales process. The Lead Management research, however, may be linked to different steps in the selling process. You can evaluate the efficacy of marketing activities as soon as the lead source is reported in the system. The closing rate, however, has to be evaluated after the transaction has been concluded. Eventually, on the basis that information on the location of the lead can be evaluated at what stage leads are lost if a lead turns down a proposal.

Knowledge management systems provide various kinds of information that need to be available at different stages of the selling process. The usefulness of knowledge management can thus be viewed as widely applicable (Ulaga, 2003). The importance of quick access to the CRM framework is stressed both in theory and in the empirical conclusions. The employees should have access to the network whenever needed, even if they're away from the office? Mobile CRM is therefore required in the entire selling cycle, and can therefore be viewed as a comprehensive application. Functionality that facilitates report generation can be seen as all-encompassing. This being so, reports that provide knowledge that promotes decision-making need to help important decisions that are made during the selling process. The empirical results indicate that CTI can be useful in all circumstances where a prospect or a client calls the supplier. This means it's needed in the entire selling process. (Tang, 2005).

The prospects and consumers need Web-based self-service possibilities across the entire selling process. We can use it during the Pre-Transactional and Transactional

Process to obtain more information about the organization and the products and services it provides. Customers can use it in the Post-Transactional-Phase to monitor purchase orders, complete questionnaires on satisfaction, make complaints or obtain customer service.

DISCUSSIONS AND CONCLUSIONS

Company ShangHai Volkswagen can be considered, based on the empirical results, as suitable items for case study. Since this organization is introducing marketing partnerships and is likely to benefit from the application of CRM. Business ShangHai Volkswagen currently lacks a robust CRM solution. The important thing, however, is that they aim to incorporate a CRM framework with very high complexity, because it is the study objects' needs that are significant, not their present CRM situation. Consequently, the fact that Company Shanghai Volkswagen currently does not have a CRM program does not mean a questioning of their suitability. This is fair, because it is necessary for management to have the ability to monitor the sales people's activities and assess their results as needed, and to decide how rewards and commissions will be allocated on the basis of that information. To know where the company is headed, it is also important for management to have the ability to conduct market research on an ongoing basis, analyze the sales pipeline and produce revenue estimates & budgets.

In this analysis the businesses had to meet some criteria, such as being familiar with the CRM methodology, and attempting to build a CRM system of very high complexity, in order to be a suitable study topic. This will be useful to carry out a study with various preconditions, for example for organizations who are much more accustomed to the CRM approach, to see how it can impact their needs. As this analysis suggests that both the manufacturing process and the order process will be facilitated by the CRM framework, I recommend more research into what features and knowledge this means. The case studies at Company Shanghai Volkswagen also indicate that often the customers are involved in the production. Therefore, further review of the CRM criteria and the need for CRM features related to the development process will be important. I also suggest further work on Partner Relationship Management, since this study did not include this dimension. Through theory, when applying CRM, the importance of providing a process-oriented view of the organization is stressed. Company ShangHai Volkswagen has, however, no process-oriented view of their organization. However, the empirical results do not provide any details suggesting that the organization should change its views to achieve more customer-focused processes. Therefore, it will be important to research whether they can retain their conventional vertical and functional approach while implementing CRM or whether they are forced to adopt a more process-oriented perspective to be effective in implementing it.

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