

**A STUDY ON THE IMPACT OF ELECTRONIC CUSTOMER
RELATIONSHIP MANAGEMENT ON CUSTOMER LOYALTY IN
MANMUNAI NORTH DIVISIONAL SECRETARIAT OF BATTICALOA**



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ABSTRACT

Empirical research on customer loyalty has mainly assessed and evaluated the activity from a customer's perspective. Concern has been expressed about the lack of empirical analysis conducted from the customers' perspective. This exploratory study begins to fill this gap in the literature by examining the current views of Electronic Customer Relationship Management influence on Customer Loyalty through 177 customers in selected banks in Batticaloa district.

The important investigation of this study is analysing the impact of Electronic Customer Relationship Management on Customer Loyalty. As secondary measures, the following questions are focused and substantiated for investigation to answer the main research question as what is the level of Electronic Customer Relationship Management (E-CRM) among the electronic banking and what is the level of Customer Loyalty (CL) among the electronic banking and exploring the relationship between E-CRM and CL among electronic banking.

Data were analysed and evaluated by Univariate, Bivariate and ANOVA techniques. For this study, only six banks were considered such as Bank of Ceylon, People's Bank, Commercial Bank, Hatton National Bank, Seylan Bank and Sampath Bank. However, the main thing is to identify that all these banks E-CRM positively influencing the CL.

The study considers E-CRM as independent variable with four appropriate dimensions and CL as dependent variable with six suitable dimensions. The study found that this independent variable dimensions indicate high level (mean 3.5196) influence in E-CRM. A particularly organizational factor has high level influence (mean of 3.7062) in E-CRM. Other side, dependent variable dimensions also indicates high level of influence in CL. Overall view the E-CRM strong positively (0.753) influence the CL. Eventually, this report recommends some actions for improving the role of E-CRM in influencing the CL.

Key Words: Electronic Customer Relationship Management (E-CRM), Customer Loyalty (CL)

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