The impact of E-CRM on enhancing marketing performance: mediating role of efficiency, creativity and responsiveness

Abstract:

Customers are the key drivers of organizations' success and survival. The Internet and mobile applications have a significant change in customer behavior that provide multiple opportunities for tourism organizations to shift from Customer Relationship Management (CRM) to Electronic Customer Relationship Management (E-CRM). E-CRM has gained great importance because of its role in supporting the marketing performance and competitiveness in companies. The study aims to explore the impact of E-CRM on the marketing performance at travel agencies in light of the efficiency, creativity and distinct response as mediators. The researchers distributed 420 questionnaire forms to a random sample of employees in travel agents Category “A” in Cairo, while 361 forms were valid for analysis using SPSS V.25 and AMOS V.21. The results show that efficiency, creativity, and distinct response play a vital role in the relationship between E-CRM and the marketing performance of travel agents.

Keywords: E-CRM, Marketing Performance, Efficiency, Creativity, Distinct response, Travel Agents, Egypt.