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**A Role of Brand And Branding in Managing Consumer Relationship
With Reference to Amazon.Com**

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Abstract:

Customer relationship management (CRM) is a study to manage a organisation or company interaction with the customer and having a potential for future customer which summarised the data about customer which came from EDI (electronic data interchange) on the basis of this EDI data company want to improve the customer relationship feature in organisation for improved the market function. This phenomenon is help to attract the consumer and hold existing consumer for a long time. Company or organisation become digitalised now a days so CRM approach is the systems of CRM that compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials, and social media. At E-commerce age many website are sold the product thought online basis that's why the need of maintaining well customer relationship management for future implementation.

Keywords: E-Commerce, Consumer, Internet, Buying, Purchase, Technology, CRM

1.1 Introduction:

After evaluation of E-market in India. Websites are most important interface between business and consumer beside that many organisations are tried to capture more and more customer in a market this organisational websites are focus not only sale the product but also to make in consumer relationship in a market this function is help to create a post business environment.

Effective e-business strategy requires that an organization provide customer value that is superior to that of the competition. To offer superior delivered value, marketing should directly influence three core business processes:

- Product development management (PDM)
- Supply chain management (SCM) and
- Customer relationship management (CRM)

The goal of the PDM process is to create solutions that customers need and want. SCM processes comprise the acquisition of physical and informational inputs and the efficiency and effectiveness of transforming these inputs into customer solutions. The objectives of the CRM process are to shape customers' perceptions of the organization and its products through identifying customers, creating customer knowledge and building committed customer relationships. In essence, CRM is a business strategy that attempts to ensure every customer interaction (whether for sales or service) is appropriate, relevant, and consistent -regardless of the communication channel. CRM is a core business strategy for managing and optimizing all customer interactions across an organization's traditional and electronic



interfaces. An effective web site can help build relationships between an organization and its stakeholders. Without a doubt, customers are the primary stakeholders of any organization. CRM can be used to gain clearer insight and more intimate understanding of customers' buying behaviours, thus helping to build an effective competitive advantage. Strategically effective CRM requires the intelligent application of technology. It must be remembered that effective CRM is more than a software solution; it is about how customer information is used to create an ongoing relationship with the customer. To help achieve that outcome, different relationship approaches.

1.2 Theoretical background of CRM:

Consumers in today's market are more empowered than ever before, actively looking for opportunities to engage with businesses and brands. The massive power shift to consumers has happened swiftly and left most companies woefully ill-equipped to harness all of the new information consumers began providing in new ways. Though almost every sophisticated consumer-facing business employs CRM solutions to manage customers and prospects, most of them are based on decades-old technology and they were designed primarily to handle B2B sales. Most companies rely on disparate customer records within POS, e-Commerce, or Marketing platforms that do not share data with each other. Built to support the old model that consisted of mostly functional shopping stages, these solutions are not able to provide complete pictures of modern consumers as they enter and exit the sales funnel multiple times, on various channels and different touch points before converting.

The bottom line is that functional systems and CRM based on old behaviours are ineffective at managing modern consumers. The intelligence they provide is confined to silos, isolated from what is learned through other channels and interactions; this prevents it from integrating new customer data in real-time to paint an accurate picture of the new shopping journey, which is both complex and nonlinear.

Following are the highlighted point which include in E-commerce CRP process

- **Knowledge management:** Knowledge management refers to acquisition, creation, dissemination, and utilization of knowledge. Knowledge is becoming an important resource for today's organisations, and enterprises are keen to deploy this resource to improve their products, services, and processes as well as ensure delivery on demand. Through knowledge management, businesses aim to increase efficiency, reduce costs, and most importantly, retain customers.
- **Mobile & Social media:** social media CRM means two different things Luckily support CRM throughout, social media CRM is the practice of using social services and technique to enable business to engage with their customer Twitter, face book and Google plus to push social posts and profiles onto contact pages for complete contact data
- **Services & support:** E-Commerce Partners provides an exceptional level of support and maintenance from the instant your website goes live. The success of your business is our business, and we take every means to ensure that your site functions smoothly
- **Project and staff management:** The E-Commerce Project Manager is responsible for managing and leading cross functional teams in the evaluation, recommendation, development and implementation of new features, processes and systems to support the e Commerce business. The e Commerce Project Manager coordinates all legal, financial, scheduling, planning, communications and implementation components of the project in accordance with the overall business objectives and goals and effectively communicates strategy, plans, issues, risk, contingencies, and approach to all levels of the organization. This role cultivates strong interdepartmental and vendor partnerships

Short review of Amazon.com in Indian market

Amazon.com debuted as an online bookstore in 1994. Founder Jeff Bezos's initial business model was fairly simple: Source a single product type from wholesalers and publishers and sell it directly to consumers on the then fledgling internet. Thanks to Bezos's vision and a highly successful, user-friendly website, by 1997 Amazon.com was the first online retailer to boast one million customers. As the company added more titles and expanded its product line, it developed an ecosystem rooted in the wholesale purchase of goods; huge, strategically located fulfilment centres and contracts with national and regional carriers who shipped its products throughout the U.S. and to other countries.

To respond to these challenges, after launching its Indian website in 2013, Amazon developed a program to recruit an army of suppliers and convince them it was a trustworthy partner that could help those increase the market for their products. Amazon wheeled out a program called Amazon Chai Cart: mobile tea carts that navigated city streets, serving refreshments to small-business owners while teaching them the virtues of e-commerce. The Chai Cart team reportedly travelled more than 9,400 miles across 31 cities and engaged with more than 10,000 sellers. To help these sellers get online quickly and address their objections to e-commerce, last year Amazon created Amazon Tatkal, a self-described "studio on wheels" that provides a suite of launch services, such as registration, imaging, cataloguing, and sales training.

From product to delivery, Amazon has reinvented its ecosystem to address the challenges it has faced conducting an e-commerce enterprise in India. This past June, Amazon committed another \$3 billion to its India operations, demonstrating continued faith in the "huge potential of the Indian market." Its funding and efforts are outpacing those of its competitors, including Flipkart and Snapdeal.

CPM concept adopted by Amazon.com organisation:

Amazon is famous for its customer relationship management. Polls have ranked it as the most trusted online shopping site in America, and in 2015, some ranked Amazon Prime, among all loyalty programs. Following are the CRM strategy adopted by Amazon Company

- **Build an Easy-to-Understand User Interface** anyone planning to create an online store can learn from Amazon's user interface. It's clean, easily searchable, and easy to understand. The most important things here are:
 - High-quality images
 - Accurate descriptions
 - Clearly visible prices and ratings
 - Neatly organized categories
 - A clear checkout process

a) Amazon has great quantity of forums:

The general community forum, the seller forums, and even a forum that's theoretically dedicated to their blog (though in practice it's been taken over by buyers looking for help). Amazon customers of all stripes can easily find the right forum for their questions. Another side Amazon adopt also the social media channels which used to create blog and try to solve as per requirement

b) Make Self-Help Easy

Amazon has an impressive help centre you can review your orders, manage your account, and reach the forums, read FAQs, and contact customer service, all starting from one streamlined screen. Customer can also search for topics if the answer to customer question isn't readily visible

c) Provide Human Support

Limiting the need for human support is wise. However, nothing is more frustrating than needing support and being unable to find a way to contact a real person. While Amazon will try to direct you to their self-help options at first; it isn't too hard to arrange a phone call or to contact them via email.

d) Create Loyalty Incentives

As mentioned at the beginning of this article, Amazon Prime is one of the world's top loyalty programs. It features an enormous number of bonuses: faster, discounted shipping; unique and highly desirable content (TV, movie, and music streaming as well as Kindle book borrowing); early access to deals; and even photo storage.

e) Protect Your Customers

Creating a first-class ecommerce return policy is easily the best way to imitate Amazon's success in customer relationship management. You can bet that this devotion to making sure customers never get burned has played a huge role in making Amazon the most trusted shopping site on the Web.

f) Automate Messaging

Unless you plan on signing into your Seller Central account every 24 hours of every day of the year, you leave yourself exposed to the possibility that a new inquiry from a customer goes unanswered within the required 24-hour period. These solution providers help to meet Amazon's requirement of a 24-hour timeframe for responding to Amazon customers, while letting you enjoy your weekend or brief holiday.

g) Customer Email Support

What happens when you are starting getting dozens of customer emails a day, asking the same types of questions over and over? Each email must be answered quickly and accurately so as to keep the customer happy. If you're looking to streamline the process of answering these emails, good customer email support software will help to semi-automate your responses. The same way that Amazon's Seller Support has created standard responses for certain commonly asked questions, these software programs can help you streamline.

Objective of study

- 1) To study E-marketing activities conducted by website on a basis of internet function
- 2) To study about consumer relationship function throughout E-commerce.
- 3) To identify the factors to attract a consumer on the basis of consumer relationship management
- 4) To study about organisation loyalty to the consumer throughout CRM.

Research methodology**Hypothesis of Study:**

Research methodology the present study is an empirical research based on survey method. Primary data were collected directly from the respondents by using Questionnaire. The researcher has made the convenient random sampling of 200 Respondents (Nagpur city) in this report.

Hypothesis study**Null hypothesis:**

HO). Nagpur people are not aware about Amazon website (Online purchasing) and services

Alternate hypothesis:

H1). Nagpur people are aware about Amazon website (Online purchasing) and services

Table 1

Sr no	Sample size	Gender	Respondent	Percentage
1	200	Male	157	78.5%
2		Female	43	21.5 %
		Total	200	100%

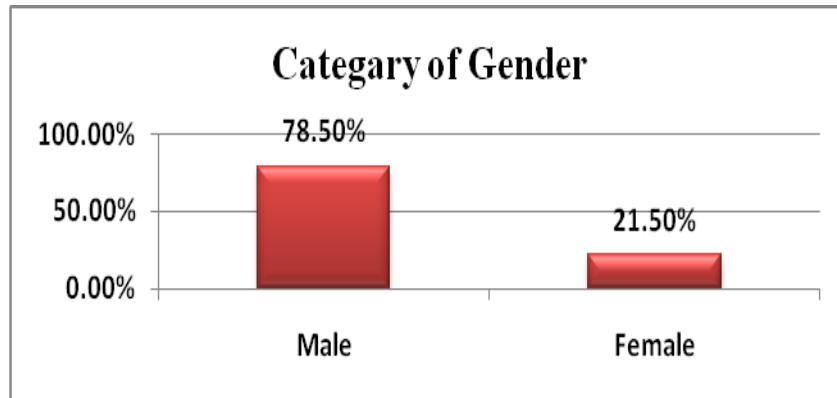


Figure 1 shows gender category showing male and female classification.

Table 2

Sr no	Sample size	Category	Respondent	Percentage
1	200	Aware	169	84.50%
2		Not aware	31	15.50%
		Total	200	100%

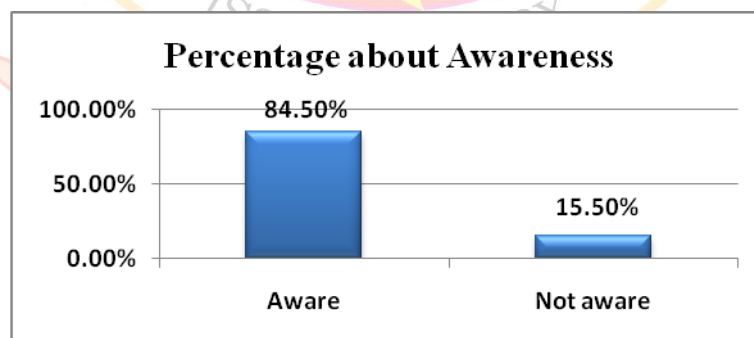


Figure 2: figure 2 shows the awareness about the Amazon purchase web side

Table 3

Sr. no	Sample size	Category	Respondent	Percentage
1	169	Quality	14	8.28%
2		Scheme & offer	39	23.08%
3		Marketing	12	7.10%
4		Services	47	27.81%
5		Payment facility	10	5.92%
6		Communication	14	8.28%
7		Website interface	10	5.92%
8		Delivery system	5	2.96%
9		Product range	18	10.65%
			Total	169

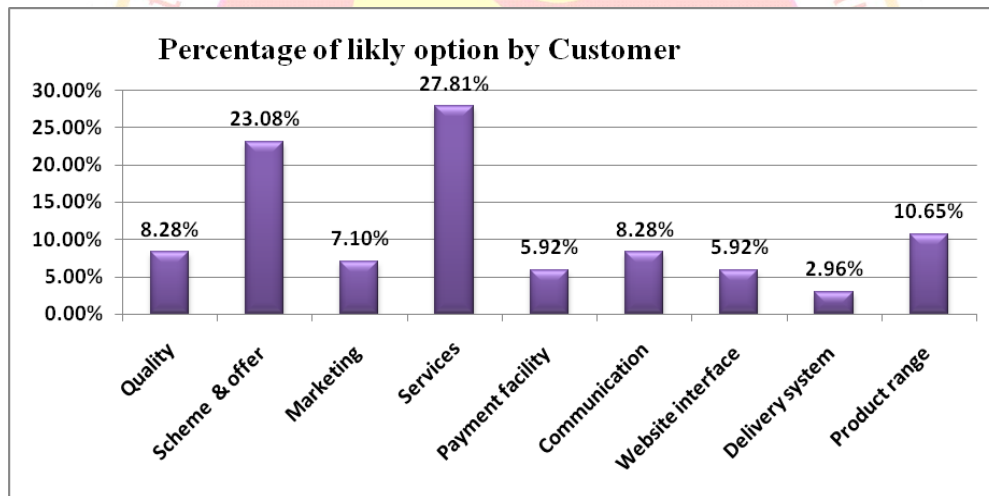


Figure 3 graph shows the percentage category likely customer give preference to the option which Amazon organisation.

Conclusion:

- 1) Amazon has a biggest internet portal in India having a interaction facility there for Amazon has provide a wide range of goods to the customer there for now a days this portal become popular portal as compare to other online selling websites
- 2) In respect of CRM issue Amazon organisation provide the CRM interface to consumers for the purpose of capture online selling.
- 3) Android application user has got regular notification. That's why Amazon customer can regularly check the scheme and offer

- 4) As per graph 21.81% respondent are positive about services by the Amazon organisation it is also give much flexibility to user about EMI. Cash on delivery, online and secure transaction etc. after letter Amazon free shipping also available for customer.

Suggestion:

- 1) The culture of an organisation goes a long way in determining the customer service level. If people work for an organisation that really believes in satisfying the customer needs, it will support its staff in all their decisions around improving the customer experience
- 2) CRM create the great interface for acquired the desire customer the recommended suggestion is that to create a more powerful Consumer relationship with customer to gain the customer in little time
- 3) A television is effective medium to push the company feature for the desire customer so it suggested that to focus on Television advertising for attract the customer in less time.
- 4) After selling the product company try to make a consumer relationship with customers by sending post SMS and massages on mobile here grate suggestion that create the some meaningful scheme for existing customer for re-attract the existing customer again on the basis of CRM

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