



Asian Journal of Management and Commerce

E-ISSN: 2708-4523
P-ISSN: 2708-4515
Impact Factor (RJIF): 5.61
AJMC 2026; 7(2): 192-194
© 2026 AJMC
www.allcommercejournal.com
Received: 04-10-2025
Accepted: 07-11-2025

Snehal Kishore Tripathi
Research Scholar, DTSS
College of Commerce,
University of Mumbai,
Maharashtra, India

Dr. Ashok Luhar
Professor, Sheila Raheja
School of Business
Management & Research,
University of Mumbai,
Maharashtra, India

Corresponding Author:
Snehal Kishore Tripathi,
Research Scholar, DTSS
College of Commerce,
University of Mumbai,
Maharashtra, India

The Role of customer relationship management strategies in improving customer retention and Loyalty in E-Commerce

Snehal Kishore Tripathi and Ashok Luhar

DOI: <https://www.doi.org/10.22271/27084515.2026.v7.i2d.1025>

Abstract

For e-commerce companies that want to keep customers and build long-term loyalty, customer relationship management (CRM) has become an important business strategy. In the fiercely competitive online marketplace, keeping current customers is often more cost-effective and profitable than getting new ones. This paper analyzes the role of CRM strategies in enhancing customer retention and loyalty in e-commerce, emphasizing personalization, data analytics, and relationship-based marketing. The study utilizes secondary data from published literature to illustrate how technology driven CRM systems such as artificial intelligence, predictive analytics, and automated engagement tools facilitate the comprehension of customer behavior and enhance satisfaction. The results show that successful e-commerce companies use CRM as a strategic tool to get customers to trust them and buy from them again and again.

Keywords: Customer Relationship Management, Customer Retention, Loyalty

Introduction

E-commerce has changed the way businesses talk to their customers. In the digital age, where competition is fierce and switching costs are low, keeping customers has become the key to long-term profitability. For e-commerce businesses to keep making money, they need repeat customers who will support their brand and give them an edge over the competition. However, it is very hard to get customers to stay loyal when there are a lot of options and prices are clear.

Customer Relationship Management (CRM) has become an important strategic tool for dealing with these problems. CRM is the process of gathering, analyzing, and using customer data to build better relationships and create experiences that are unique to each customer. Modern CRM systems use technology, analytics, and marketing to get people interested and build trust. CRM is very important for e-commerce sites like Amazon, Flipkart, and Shopify because it helps them understand what customers want, guess what they will like, and come up with ways to keep them coming back for more.

This article talks about how CRM strategies can help keep customers and make them more loyal in e-commerce by using targeted communication, building trust, and putting the customer first in all operations. It also emphasizes the significance of implementing a cohesive CRM strategy that merges technology with personal interaction.

Review of Literature

Rahimi and Kozak (2017) ^[1] assert that the implementation of CRM directly influences customer loyalty and organizational performance. Their research, performed in the hospitality and online retail industries, revealed that the amalgamation of CRM strategies with data analytics and personalized communication enhances relationship quality and the intention to repurchase. They stressed that CRM helps customers and brands build emotional connections by making interactions more meaningful and personal. This study corroborates the idea that CRM is not solely a technological instrument but a process for creating relationships that last.

Kumar and Reinartz (2018) ^[2] looked at CRM as a complete business strategy and said that the main goal of CRM is to increase the value of a customer over their lifetime.

They said that e-commerce companies can find high-value customers and market to them effectively by using predictive analytics and automated recommendation systems. Their research shows that personalized offers and loyalty programs help keep customers by giving them consistent value over time. The study emphasizes the significance of CRM in transitioning from transactional to relationship-oriented marketing, thereby enhancing both customer satisfaction and loyalty.

Akroush, Dahiyat, Gharaibeh, and Abu-Lail (2011) ^[3] conducted a study examining the relationship between CRM practices and business performance in service sectors, encompassing e-commerce. Their findings indicated that CRM dimensions, including information sharing, technology-mediated interactions, and a customer centric culture, substantially impacted customer satisfaction and loyalty. The research underscored that entities employing CRM to heed customer feedback and tailor engagement strategies cultivate enhanced brand trust and long-term commitment.

Choudhury and Harrigan (2014) ^[4] looked at how CRM strategies that use social media and data-driven personalization can help keep e-commerce customers. Their research showed that social CRM, which means using information from social media to improve how you interact with customers, makes people more engaged and emotionally attached. Companies can use data analytics to figure out what their customers want, which lets them give them timely and useful experiences. The study finds that using both social and digital CRM methods encourages two-way communication, which improves brand-customer relationships and loyalty.

Rashid and Rashid (2022) ^[5] looked at CRM strategies used by Indian e-commerce companies and found that technology-enabled personalization, loyalty programs, and post-purchase engagement all help keep customers. The study showed that businesses that used CRM systems with AI-driven analytics had happier customers, more repeat purchases, and more people who recommended their brand. The authors determined that CRM is an essential element of business sustainability, as it converts customers from occasional purchasers into enduring partners through trust and ongoing value provision.

Statement of the Problem

The problem of the study is to examine how CRM strategies contribute to enhancing customer retention in the e-commerce sector is understudy.

Objectives of the Study

1. To understand the role of CRM strategies in enhancing customer retention in e-commerce.
2. To understand the review of literature in the related areas.

Research Methodology

The research utilizes secondary data obtained from published journal articles, business reports, and case studies pertaining to CRM and e-commerce. We use a qualitative descriptive analysis method to make sense of what we found in the literature and in examples from the industry.

The data sources comprise Scopus, Google Scholar, and ResearchGate databases. The data was sorted into important CRM areas like personalization, data analytics,

communication, loyalty programs, and engagement after the purchase. Thematic analysis was employed to discern prevalent patterns connecting CRM strategies with customer retention results. The research examines both global and Indian e-commerce markets to elucidate CRM's influence comprehensively.

Findings and Discussion

1. CRM Enhances Personalization

E-commerce companies that use CRM tools make shopping more personal by giving customers personalized product recommendations, targeted promotions, and changing prices. Customers feel like the brand "understands" their needs when it personalizes things, which builds emotional connection and loyalty.

2. Data Analytics Strengthens Retention

Companies can use predictive analytics, customer segmentation, and behavioral data to figure out what their customers want and keep them from leaving. Data-driven CRM lets you engage with customers proactively by sending them email reminders, messages to get them to finish their shopping, and loyalty offers.

3. Trust and Long-Term Relationships

Building trust is easier with CRM strategies that focus on being open and responsive. Customers are happier when they get timely updates about their orders, refunds, and service problems. This leads to more loyalty and positive word-of-mouth.

4. Integration of Social CRM

Companies can talk to customers in real time by adding social media data to their CRM systems. This integration helps people connect with each other and builds emotional loyalty, which turns customers into advocates.

5. Challenges in CRM Implementation

Even though e-commerce companies have some advantages, they also have problems like data privacy issues, high technology costs, and not enough skilled workers. Poor integration and analytics capabilities often mean that smaller businesses don't use CRM data well.

6. Indian Context

In India, leading e-commerce players like Flipkart, Amazon, and Nykaa have successfully used CRM strategies to enhance retention. Their success lies in combining technology with localized customer engagement practices.

Conclusion

Customer Relationship Management (CRM) has changed from a tool for sales to a business philosophy that is key to the success of e-commerce. CRM systems make customers happier, keep them longer, and make them more loyal by letting them personalize their experience, automate tasks, and get insights from data. The results of this study show that good CRM strategies help e-commerce businesses build long-term relationships, keep customers from leaving, and build trust in their brand. But to be successful, you need to combine technology with customer-focused values and be open about everything. To grow in a sustainable way, e-commerce companies need to keep updating their CRM systems to keep up with changes in how customers behave.

This will help them keep customers and build loyalty in the competitive digital marketplace.

References

1. Rahimi R, Kozak M. Impact of customer relationship management on customer satisfaction: The case of a chain hotel. *Tourism & Management Studies*. 2017;13(2):25-33.
2. Kumar V, Reinartz W. Customer relationship management: Concept, strategy, and tools. 3rd ed. Cham: Springer International Publishing; 2018.
3. Akroush MN, Dahiyat SE, Gharaibeh HS, Abu-Lail BN. Customer relationship management implementation: An investigation of a scale's generalizability and its relationship with business performance in a developing country context. *International Journal of Commerce and Management*. 2011;21(2):158-190.
4. Choudhury MM, Harrigan P. CRM to social CRM: The integration of new technologies into customer relationship management. *Journal of Strategic Marketing*. 2014;22(2):149-176.
5. Rashid S, Rashid M. Impact of customer relationship management (CRM) practices on customer retention and satisfaction in e-commerce. *International Journal of Research and Analytical Reviews*. 2022;9(1):112-124.