Influential factors on reception of technology of customer relationship management (CRM) by employees

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ARTICLE INFO

ABSTRACT

This research aims to investigate affective factors contributing to receive technology among the employee of Gilan Mellat Bank. The research independent variables are organization culture, creativity, and socialization and the dependent variable is CRM technology acceptance. Statistical society of this research is the employee of Gilans Mellat Bank, 208 of which were chosen in the process of non-probability sampling. Data Collection method in this research is field study and the tool to collect the data is a questionnaire including 26 questions, packed and posed in Likert 5–alternative in spectrum Scale. Test hypothesis analysis technique is Regression which is Linear and all research hypotheses were eventually confirmed in the 95% Level. Among the research variables organization culture has played the most influential role in CRM technology acceptance. Socialization and creativity respectively takes the second and third places.

1. Introduction

Previously, most companies competed merely in products and services pricing policy domain and they attempted to inspire their customers that their products are remarkably cheaper than the other competitors by applying mass of ads and marketing. In spite of the fact that competition strategy still exists based on pricing policy, competition has been hard by dividing markets to various sections and merchandised services based on pricing policy.

Developing various services and increasing variety in customers' demands are the other significant change factors on companies' competitive stage. In the past, companies were sure about the affairs that they have notified all their customers by distribution bulletins via a mass media.

But, today with progress in communication technology and variety in the media there is no guarantee that a TV commercial can target appropriate customers. To compete in future, organizations must perceive their customers' demands better. Organizations are tending to a new technology called management system communication with customers (CRM) due to more attention urgency to customers (Avlonitis et al., 2005).

1.1. Problem statement

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By passing through the traditional economic and competition intensity in modern dimensions, customer as a principle and has come out with the pivot of all companies' functions, so that it depends on identifying and absorbing new customers and keeping existing customers with the view of competitive survival and durability of organizations' existence. On one side, communication progress, communication age evolution and new communication tools emersion have made organizations meet a mass of different customers and customers with many select choices that its result is enhancing customers' decision-making and market's unreliability. In this domain, intellectuals of management, prescript the version of communication with customer and correct procedures to communicate with them titled management of communication with customer (CRM) that as advantage example, rising salaries and lowering sale's expenses and distribution and minimizing expenses of supply can be mentioned (Griffin et al., 2001).

Generally, management of communication with customers creates competitive benefit and also has positive effect on organizational functions. In spite of all that there are lots of debates over what exactly generates (CRM). In fact, most scientists believe that CRM precise meaning in marketing literature is not vivid. In addition, despite all the attention to CRM which is considered by faculties and businesspeople, nothing principled or regulated has been taken action to measure it correctly and reliably or evaluating its influence upon business function. In

spite of all these problems, CRM as a new emerged pattern in marketing will remain up to identifying its key dimensions and be feasible (Sin et al., 2005).

As a matter of fact, management of communication with customer is all processes and technologies that organizations apply it to detection, choice, motivation, development, preservation and doing services to customers. Management of communication with customers will enable managers to use customer's knowledge to raise the amount of sale and presenting services and increase making profit in constant relations. On the other side, third-class countries hopefully expect to achieve new technologies to amend the technological vacuum. One subject which is considered less is the way of accepting technology and the factors which affect this admission (Movahedi and Abesi, 2003). This research plans to investigate effective factors on technology admission in Mellat bank's employees considering materials above. In other word, the main issue of current research is "are investigating factors effective to make management of communication with customer technology accepted by bank personnel?

2. Research variables

CRM admission: consists of people's decision and liking to about acceptance and utilizing a new technology. In this variable indexes like perpetual system usage, fully acceptance of it, exploiting full capacity of the system are weighed up (Zineldin, 2005).

Socialize: socialization is a process that newcomers can acquire knowledge, skill and necessary view and become a successful and efficient member. This variable is assessed by some indexes like how to socialize personnel, more commitment, better employees' function and etc. (Lu et al., 2003).

Organizational Culture: Robins recognizes organizational culture as a system formed by same inference of organization's members to organization's dimensions that is manifested in organizational format. This variable is evaluated by some indexes like complimenting staffs, concentrating management to the consequences, team-work and etc. (Perez et al., 2004).

Creativity: Creativity is the mind abilities to reform a new thought or meaning. This variable is weighed up by the indexes like the ability to create new ideas by personnel, offering exceptional services, capability to solve the problems and etc. (Lee and Park, 2008).

2.1. Research record

Rahmati (2009) did a research titled "designing a model to clarify the determinant factors of electronic-banking admission speed in 2009 and in Azad University of Rasht unit. This research's aim is to identify the factors that are effective on electronic-banking admission speed. This study attempts to clarify the determinants of electronic-banking

admission speed via an eminent model. The drawn results of analyzed data show that features of innovation and individual attributions are directly effective on electronic-banking admission speed and market facilitation condition indirectly affects electronic-banking admission speed by innovation features. Ghorbani (2009) did a research titled "comparing different types of technologies of communication with customers' management to value Guilan banks' customers in 2009 and in Azad University of Rasht unit. He studied the relationship between analyzed CRM and practicable CRM and cooperation CRM to value the customer in his research. The investigation's conclusion is confirmation of all theories of the research. Seeman and O'Hara (2006) did a research titled "management of communication with customer in upper-education" targeting using information system to improve the relationship with the university students in America's universities. The result of surveys show that the processes execution of communication with customer's management caused more attention on college students and improvement of management process, developing collected data about college students, enhancing student's loyalty to the universities that creates satisfaction in students and preservation and keeping them via services and universities' programs.

2.2. Research hypotheses

H1: Socialization has a positive impact on adoption of CRM technology.
H2: Organizational Culture has a positive impact on adoption of CRM technology.
H3: Creativity has a positive impact on adoption of CRM technology.
Also, research model is presented in Fig. 1. Indeed, it is a conceptual model of the whole research.

2.3. Research method

This research in terms of classification is in category of research with the nature of descriptive-analytic from association branch and it is categorized in square-research in terms of kind of supervision and control grade. The statistics society of this research is Mellat bank's personnel in 1389. In this study statistics community was restricted and the volume of sample is drawn by this formula (Khaki 2003):

$$n = \frac{Z_{\frac{\alpha}{2}}^2 . S_x^2 . N}{e^2 N - e^2 + \left(Z_{\frac{\alpha}{2}}^2 S_x^2 \right)}$$

$$n = \frac{(1/96)^2 \times (0/447) \times 638}{(0/05)^2 \times 638 - (0/05)^2 + (1/96)^2 (0/447)^2} = 208$$

In order to collect data is questionnaire that for calculating its reliability coefficient has been used

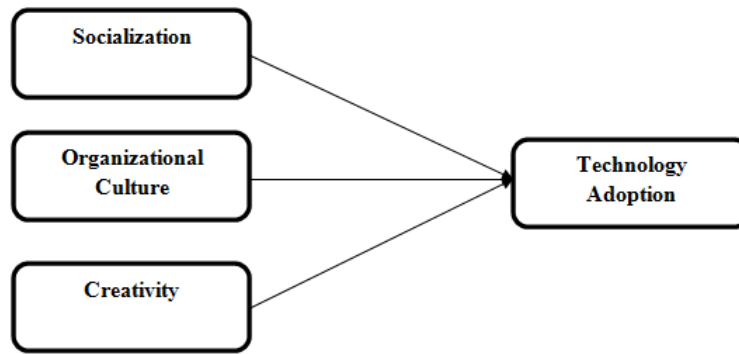Cronbach's alpha coefficient which results of which are as follows (Table 1):

Fig. 1: Conceptual model of research

Table 1: Cronbach's alpha variables

No.	Variables	Questions	Alpha
1	Organizational Culture	1-7	72.7
2	Creativity	8-15	80.5
3	Socialization	16-21	83.1
4	adoption of CRM	22-26	73.4
5	Total of independent variable Questions	1-21	76.5

2.4. Analyzed data method

Data are used by using SPSS software from Colmogroph's- Smirnoph statistics test to examine investigating sample's normality and regression analysis to verify the independent variables' effects upon dependent variables of the study in this investigation to analyze data.

3. Hypothesis test results

H1: Socialization has a positive impact on adoption of CRM technology.

It is observed in the Table 2 that socialization is effective on technology acceptance considering R=0.324 amount. And this effect is meaningful regarding the quantity SIG which is less than zero point zero five (0.05). This influence orientation is observed to determine considering coefficient B's action which direct and positive. Therefore, H0 theory is refuted and H1 is approved and regression model can be written that is meaningful in 95% level.

$$Y = .270 \ X_1 + 12.76$$

Beyond, the determination coefficient equals 0.105 that means independent variable can forecast 10.5% of dependent variables.

H2: Organizational Culture has a positive impact on adoption of CRM technology. It is observed in the Table 2 that socialization is effective on technology acceptance considering R=0.324 amount. And this effect is meaningful regarding the quantity SIG which is less than zero point zero five (0.05). This influence orientation is observed to determine considering coefficient B's action which direct and positive. Therefore, H0 theory is refuted and H1 is approved and regression model can be written that is meaningful in 95% level.

$$Y = .270 \ X_1 + 12.76$$

Beyond, the determination coefficient equals 0.105 that means independent variable can forecast 10.5% of dependent variables.

H2: Organizational Culture has a positive impact on adoption of CRM technology.

It is observed in the Table 3 that organizational culture is effective on technology acceptance considering R=0.393 amount.

Table 2: Regression analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Dimension 01	.324a	.105	.101	3.17272

a. Predictors: (Constant), Socialization

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.767	1.282		9.957	.000
	Socialization	.270	.055	.324	4.916	.000

a. Dependent Variable: adoption of CRM technology

Table 3: Regression analysis

Model Summary					
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
Dimension 0	1	.393a	.155	.150	3.08370

a. Predictors: (Constant), Organizational Culture

Coefficients a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.212	1.123		10.874	.000
	Organizational Culture	.297	.048	.393	6.136	.000

a. Dependent Variable: adoption of CRM technology

And this effect is meaningful regarding the quantity SIG which is less than zero point zero five (0.05). This influence orientation is observed to determine considering coefficient B's action which direct and positive. Therefore, H0 theory is refuted and H1 is approved and regression model can be written that is meaningful in 95% level.

$$Y = .297 \ X_2 + 12.21$$

Beyond, the determination coefficient equals 0.155 that means independent variable can forecast 15.5% of dependent variables.

H3: Creativity has a positive impact on adoption of CRM technology.

It is observed in the Table 4 that creativity is effective on technology acceptance considering R=0.311 amount.

Table 4: Regression analysis

Model Summary					
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
Dimension 0	1	.311a	.097	.092	3.18724

a. Predictors: (Constant), Creativity

Coefficients a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.786	1.546		7.623	.000
	Creativity	.236	.050	.311	4.698	.000

a. Dependent Variable: adoption of CRM technology

And this effect is meaningful regarding the quantity SIG which is less than zero point zero five (0.05). This influence orientation is observed to determine considering coefficient B's action which direct and positive. Therefore, H0 theory is refuted and H1 is approved and regression model can be written that is meaningful in 95% level.

$$Y = .236 \ X_2 + 11.78$$

Beyond, the determination coefficient equals 0.097 that means independent variable can forecast 9.7% of dependent variables.

Also, Total test using multiple variables regression can be seen in Table 5.

Table 5: Multiple regression analysis between independent and dependent variables

Model Summary					
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
Dimension 0	1	.473a	.223	.212	2.96997

a. Predictors: (Constant), Socialization, Organizational Culture, Creativity

Coefficients a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.733	1.724		3.905	.000
	Organizational Culture	.206	.053	.273	3.908	.000
	Creativity	.109	.052	.144	2.091	.038
	Socialization	.183	.054	.220	3.415	.001

a. Dependent Variable: adoption of CRM technology

A meaningful scheme is gained by using ENTER method so that R=0.473 and R Square=0.223 that means three independent variables clarify 22% of dependent variables. In addition, regarding SIG column it is observed that all variables are meaningful. And total model is reformed to model underneath.

Organizational culture has the most effect on technology admission CRM considering to β quantity and socialization and creativity variables are situated in later grades.

$$Y = 0.206 \ X_1 + 0.109 \ X_2 + 0.183 \ X_3 + 6.73$$

4. Conclusion and suggestions

After the initial thesis using regression analysis test, it was revealed that socialization has been effective and it was observed that this is direct and positive regarding β coefficient. After the second thesis using regression analysis test, it was revealed that organizational culture has been effective and it was observed that this is direct and positive regarding β coefficient. After the third thesis using regression analysis test, it was revealed that creativity has been effective and it was observed that this is direct and positive regarding β coefficient. Final test showed organizational culture has had the most effect on technology admission CRM using multiple variables regression and socialization and creativity variables are placed in later grades.

Obtained Suggestions out of the Study consists of:

It is suggested organizations create the essential culture to take action technology CRM. To do this job, organizations should train necessary culture among their employees by short-term, mid-term, long-term plans.

Socialization policies have positive effects on an organization's new staffs. Forefront organizations establish this process before their new employees' arrivals. It is suggested that organizations taking consideration socialization policies, reinforce their competition power in comparison to other competitors and revise their recruitment policies and pay attention to socialization policies at the moment of new staffs' arrivals to see to what extent they have the ability to come round and can be successful in accepting modern technology.

It is recommended that organizations hire the people with upper IQ organizations must pay attention to this point and consider this issue in their recruitment tests. It is recommended that organizations detect and employ the well-educated college students using scholarship. As a matter of fact, hiring scholars has too many advantages for the organization in long time.

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