

Developing customer-seller intimacy relationship in e-commerce business using 3-e framework

Authors: Kanchan Patil ¹ and Dushyant Gupta ²

¹Email Id: kanchan@scit.edu

ORCID: [0000-0002-1371-1130](https://orcid.org/0000-0002-1371-1130)

Symbiosis Centre for Information Technology, Symbiosis International (Deemed University), Pune, Maharashtra, India.

²Email Id: dushyant_gupta@siu.edu.in

ORCID: [0000-0002-3902-0573](https://orcid.org/0000-0002-3902-0573)

Symbiosis Centre for Information Technology, Symbiosis International (Deemed University), Pune, Maharashtra, India.

Abstract. Electronic trade refers to the user purchasing, selling, retaining, or exchanging data, products or services, of the Internet and other networks (e.g., intranets). It is a digital marketplace where people with time limits can purchase or provide services without disputes between suppliers and buyers. The most significant element is that the customer's purchasing power has now grown. The upper management is making great attempts with technological progress to offer advertisers/sellers incentives without dedication. The study employed the case study methodology for a systemic literature review approach. This article aims to achieve a mix of 5 C's (Communications, Commitment, Care and Giving, Comfort and Conflict) and ABCD Trust models by interacting with the customer and seller under this proposed 3-E structure (Acquaintance, Build-up, Continuation, Dissolution). The results suggested that all the underlying elements of the marketing connection were strongly tied to engagement, loyalty, trust, care, communication, and, above all, e-commerce dispute resolution.

Keywords: Relationship strategy, E-commerce, 5-C frame, ABCD frame and Emergence

1. Introduction

Shopkeepers begin returning to their favourite bricks and mortar stores because clients can escape the lockdown via pandemic restriction. However, the influence of COVID-19 has brought about some major advances in the retail sector since March that will not put buying online in danger. The corporations in India declined by the end of February to 20-25%. In April, it dropped further to 15%. Shops that offer crucial items that were allowed to remain open during the lockout typically suffer losses because things normally bring larger earnings are not allowed to be sold. Independently of the pandemic, there are projections that about 20,000 to 25,000 retail closures in the US will occur by 2020. By June, total US retail expenditure will decline by 10.5% by 2020 [1]. These important variables caused a rapid slump in the e-commerce business, and numerous orders were reversed because of the pandemic. Smart e-commerce must be introduced if e-commerce is kept on the same track and if the intelligent supply chain supplies the industry.

Several emerging e-commerce companies, especially those focusing on business-to-consumer (B2C) e-commerce, are in an aggressive phase of attracting new customers into what analysts have called a "land grab." These firms spend large amounts of their resources on advertising and commercialization and finally on direct consumer subsidies [2]. Electronic business refers to Internet activity. Whenever persons and enterprises buy or sell online offerings. Other activities, such as online auctions, Internet banking, payment gateways, and online tickets [3], are included in e-commerce. E-commerce spans a wide variety of data, information systems for both electronic buyers and retailers from the e-payment security and other phone commerce [4]. Many e-commerce companies use e-commerce portals for digital marketing and logistics control. The efficiency of this business approach mostly hinges upon the sales webpage. Online digital e-commerce systems are complex multi-functional software[5]. It is a tool that draws clients, flexible structures that enable user participation and decision-making, and a gateway with valuable information concerning the items and services supplied to the client[6]. The entire system thereby maintains customer relationship management (CRM). CRM includes customer engagement and data analysis techniques, strategies, and technologies along our customers' journey [7].

1. Literature Review

The relevant literature is evaluated and analysed based on the literature review to identify potential research gaps in the intimacy of buyers and sellers in the E-commerce organization [13]. The first source of publishing relevant to

advancements in the e-Commerce fields and the intelligent relationship between buyers and sellers has been discovered in this study. We linked to papers in the database Scopus and Web of Science (WoS) [8], which includes many leading journals such as Emerald, Taylor and Francis, Springer, IEEE, Elsevier, and others. [14]. Also, a three-step process that is Evolution, Engagement, and Emergence is provided as a method for defining the relationship between buyers and sellers to change the older version of relationships that previous researchers have clarified.

1.1. Literature Search Strategy

We developed a search strategy to classify appropriate literature for the systematic search. This search strategy has been adapted to a specific database like Scopus because this publication is considered to include high-quality journal articles, covering many articles in the fields of business management, relationship management, information technology, electronic commerce and services, and electronic engineering applications [15]. Boolean operators restricted themselves to "AND" and "OR." The search strings used in the article is:

("e-commerce" AND "relationship marketing")

("electronic commerce" OR "e-commerce" OR "ecommerce") AND ("customer relationship management" OR "relationship marketing")

Such queries are focused on the title, description, and keywords. Between 1970 to 2020, all searches spanned from the website and contained conference papers, reviews, and journal articles written in English only.

1.2. Selection of Database

The appropriate sources of information are taken with the help of a search strategy. Scopus and Web of Science are the databases selected to have access to the information regarding this research article to express the wide range of information explained by the previous researchers. Scopus covers a wide variety of evidence in various areas and subjects and results from information that needs to be based on the present and future situation. Web of Science is the other database that keeps track of emerging developments in the environment, and numerous nations need to point out those areas where they are lacking [16]. We also have focused on some other peer-reviewed journals that have discussed the same with the help of Empirical evaluation or Systematic Literature Review (SLR).

1.3. Inclusion and exclusion criteria

Studies to be included in this SLR must be theoretical and could be based on other research paper findings, technological developments, and observations on the nature of the relationship between buyers and sellers that may be used to examine this. They must be analysed, verified, and peer-reviewed in English. The Scopus and Web of Science reports should be reviewed for conformity with these requirements because there is the risk that Scopus and Web of Science should return papers with a lower rating [17]. This SLR would only contain the most recent version of the study. Table 1 explains the primary studies' inclusion and exclusion.

Table 1. Inclusion and Exclusion Criteria of Primary Studies.

Criteria for Inclusion	Criteria for Exclusion
The article will provide information concerning the intimacy of buyers and sellers in the management of e-commerce businesses.	The report is assessing the economic and business impact on e-commerce organizations.
The article will be a peer-reviewed document that should be presented in a conference or journal proceeding.	Grey literature like blogs, magazines, and newspapers.
The journals must include other authors' research paper analysis and	Non-English Papers

their findings.	
-----------------	--

1.4. Keywords selection

The authors referenced that the most significant and relevant research articles relating to the subject area are to be defined as the paper's productive, systematic, and expert analysis. The keywords used by the authors fall under the four categories that are given below.

2.4.1. Keywords for frameworks. i) 5-C Model ii) Communication iii) Commitment iv) Caring and Giving v) Comfort vi) Conflict vii) ABCD Trust Model viii) Acquaintance ix) Build-Up x) Continuation xi) 3-E Framework xii) Evolution xiii) Engagement xiv) Emergence.

2.4.2. Keywords for frameworks. Relationship Marketing keywords: i) Word of Mouth ii) Voice iii) Trust iv) Caring v) Timely demand vi) Social Media vii) Digital Advancements.

2.4.3. Keywords for different parameters: i) Centralized View ii) Scalability iii) Flexibility iv) Accessibility v) Business Continuity vi) Component Behaviour vii) Relationship Compatibility viii) Relationship Receptiveness ix) Switching Costs x) Barriers to Entry xi) Navigation and Presentation xii) Speed of Response

2.4.4. Future Trend keywords: i) Artificial Intelligence ii) Chatbots iii) Machine Learning iv) Internet-of-Things v) Blockchain vi) Virtual Reality and Augmented Reality vii) Natural Language Processing viii) Speech Understanding ix) Language Transition

2.5. Collections of Articles

Authors eliminated duplicates, papers used with more than one keyword variation, and publications with missing scholarly data points to better optimize the analysis. Based on their relevance to the subject, some of the articles were also filtered [18]. Furthermore, articles that listed Relationship Marketing between buyers and sellers as a short point of reference or as a subject of collateral analysis were removed from the report. Therefore, we identified a total of 112 articles for the final examination, and evidence of the final 39 articles is taken as a reference in this article.

2.6 Selection Criteria

The classification criteria were based on the PRISMA system. The search focused specifically on mapping the current subject of e-commerce and identification literature along with computer science, computing, psychology, social sciences, decision-making, and business strategy knowledge training [8].

2.7. Quality Assurance

The article is focused solely on publications from the original research, review papers, and conference papers. Both duplications were carefully tested to ensure the consistency of the analysis. Based on the following queries, the abstracts were carefully reviewed and analysed for specific publications. If the responses to all the questions are "yes," we found the paper for further filtering levels.

- 2.7.1 Is the report concerned with assessing the maintenance of relationship management in e-commerce platforms between buyer and seller?
- 2.7.2 Was the paper's focus on digital advances?
- 2.7.3 Is it a report about the Journal or summary or article on e-commerce development?
- 2.7.4 Is the article published in the English language?

Figure 1 flow chart illustrates the methods of searching for journals published in the Scopus database. This requires the addition and exclusion of the Journal required to provide the appropriate documentation to fulfil the research paper.

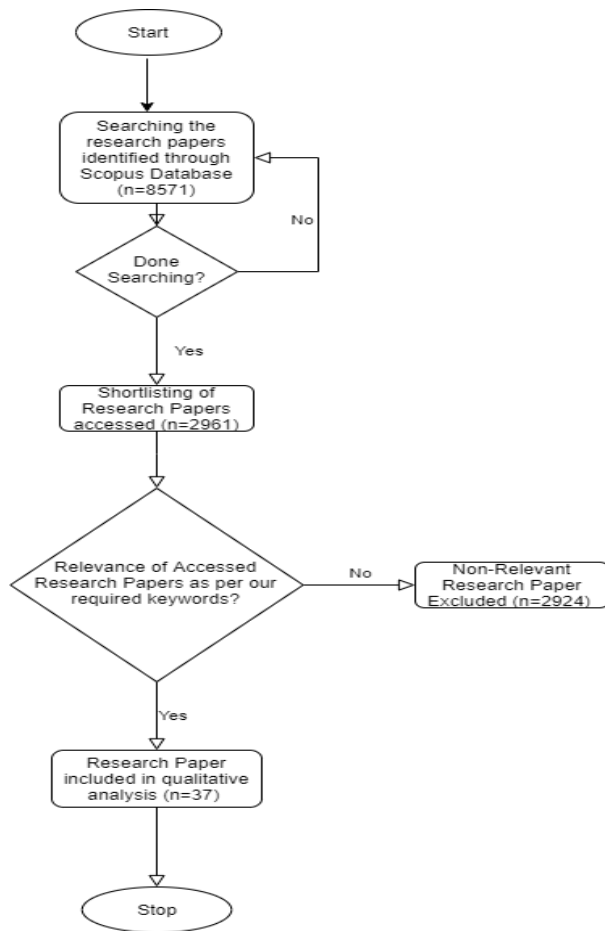


Figure 1. Flow Diagram of Research Paper Accessed.

2. Methodology

3.1. Reporting

3.1.1 Initial findings.

The initial analysis is divided into three categories that explain the number of documents available throughout the year. Table 2 shows the category's findings.

Table 2. Initial Findings Categorizations.

Categories	Documents Available
E-Commerce / eCommerce / Electronic Commerce	17
Relationship Marketing	11
Customer Relationship Management / CRM	9

Table 2 indicates how many studies per category are available and taken as a source. Please note that a journal can appear in more than one category, and a total of 37 journals were taken as reference.

3.1.2 Publications over Time.

Figure 2 represents the number of primary studies published each year. As shown in Figure 3, there is a growing trend in the articles published about the relationship between buyers and sellers towards e-commerce due to the increasing appeal of consumers, social media, and digital developments over the last few years [9].

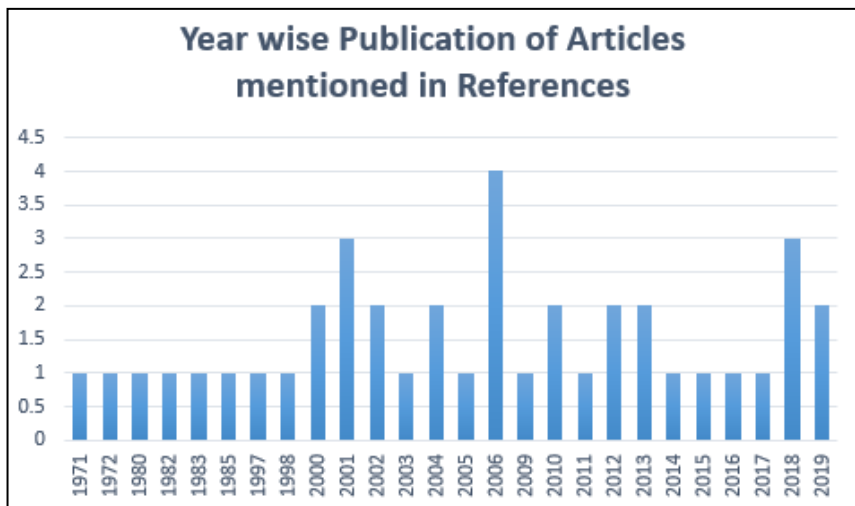


Figure 2. Year-wise publications of articles mentioned in References.

3.1.3. Country-wise Publications.

Figure 3 indicates the number of conventional studies conducted in various countries. As seen in the figure, the researchers from countries such as the USA, India, UK, China, Australia, and Malaysia make a major contribution. The researchers from countries such as Jordan, Morocco, and Nigeria also contributed the same [10].

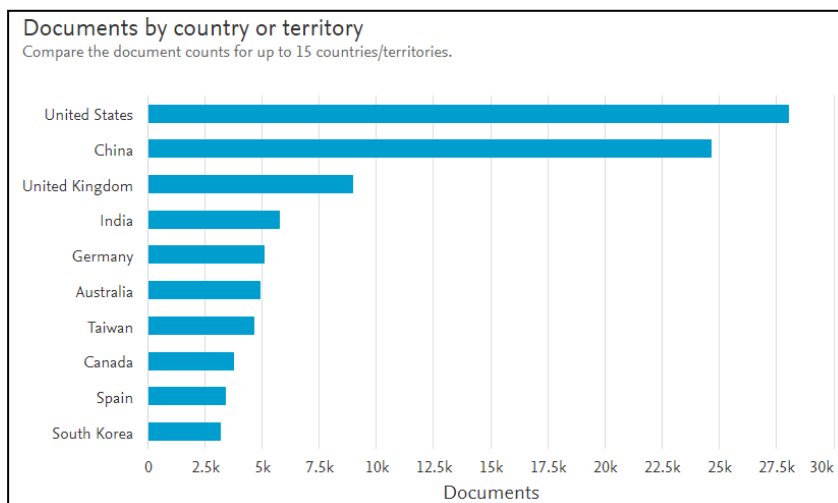


Figure 3. Country-wise publications of articles published.

3.1.4. Keywords Count.

The author has picked the number of keywords that other authors mention in the previous articles. According to this study review, these keywords decide how many keywords were used in the primary studies. From Table 3, we

can note that several keywords are important to this research paper as these words help explain the prevalence of the usage of such terms in their research paper by other authors.

Table 3. Keywords count occurring during the primary studies.

Keywords	Counts
e-commerce	14
Consumer Behaviour	13
Relationship Marketing	12
Customer Satisfaction	12
CRM	11
Customer Satisfaction	11
Distribution	10
Trust	9
conflict	8
Traditional Marketing	8

3.1.5. Author wise Publications. Figure 4 shows some famous authors who work under the same subjects and the number of papers they have published over the decades. This figure was extracted from the database on Scopus. According to the figure given below, some of the well-known authors include Anon, Kauffman, Smith, Chang, Benbasat, Whinston, Quevauviller, Sandholm, Yen, and Kumar [11].

Several other writers are listed in these articles as these writers adequately addressed the same subject as the ones discussed here. Levinger, Stern, Berry, Wells, Chens, Daughtery, Scott, Campbell, Srivastava, and Kumar are some well-known contributors.

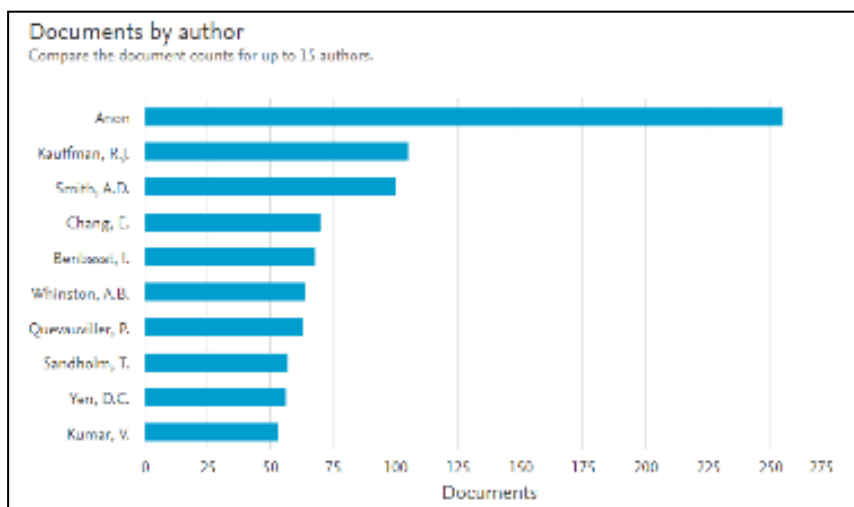


Figure 4. Author wise publications of articles published

3.1.6. Author wise Publications

Figure 5 indicates the number of articles of the various publications. Some of the well-known publications include JSTOR Publications, Taylor and Francis, Information Systems Research, Emerald Insights, Elsevier, Harvard Business Review, Springer Professionals, and so on.

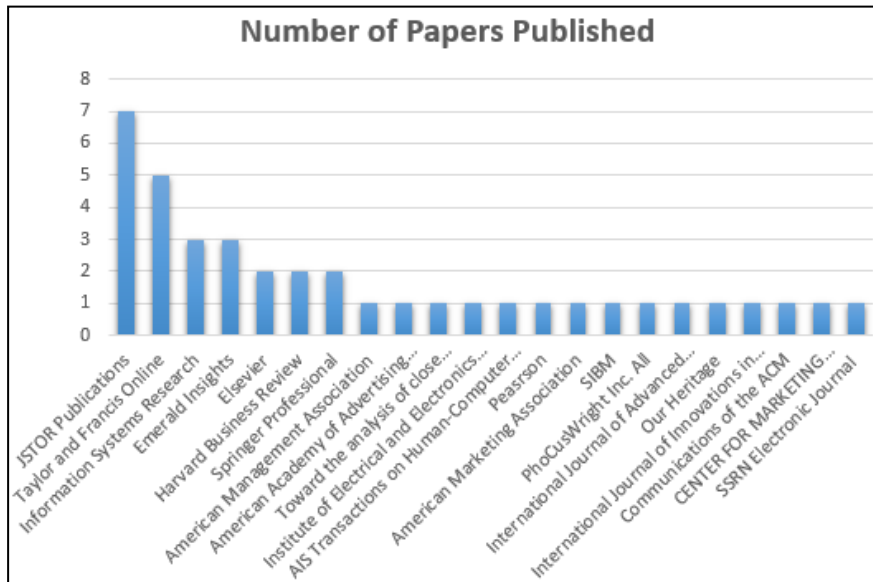


Figure 5. Journal Wise Publications.

Relationship marketing is gaining, sustaining, and strengthening client relationships in service provider organizations. Service and marketing with potential users are seen as important for long-term marketing success as new customer acquisitions. It focused on the relationships between buyer and seller, the relation between buyer and seller, and the profit of all stakeholders in each relationship between buyer and seller. The marketing focus of the partnership has been positively correlated in service firms with revenue growth, customer satisfaction, return on investment, and overall performance. It refers to all marketing activities to establish, maintain and sustain productive relationship exchanges.

Consistent application of up-to-date consumer awareness to product and service design is interactively communicated to establish a consistent, mutually beneficial, and long-term partnership. Relationship Marketing which described as a marketing strategy involving all of a company's activities to create, maintain, and grow customer relationships. The notion of relationship marketing has been developed in numerous environments and along distinct verticals of the industry by many researchers. It is characterized primarily in terms of purchase, maintenance, and sustainability for customers.

Marketing connections recruit, bubble up on multiservice consumer relationships. Operation and selling to existing customers are just as essential to long-term marketing success as the acquisition of new customers. Good service is required to maintain the relationship. Better sales are required to boost this [12]. The marketing mindset is that winning new consumers is only the first step in the process of marketing. Strengthening the relationship, turning neutral clients into committed clients, treating consumers as customers - marketing is all.

The demand for a marketing connection stems from changing market dynamics and increasing competitiveness requirements. Being an efficient competitor in today's world market paradoxically enables one in some companies' networks to be an effective co-operator. Returning to the paradox of marketing partnerships, efficient network cooperation facilitates effective network rivalry. Cooperation thus promotes the success of marketing relationships.

3. Framework

4.1. Existing 5-C framework

The 5-C Framework gives a chance to take account of the powerful expectations of consumers. This means that advertising services, market value, and client loyalty to its organization are offered for a longer period. Many scholars have investigated the closeness function in building and maintaining interpersonal partnerships, and scientists have developed various conceptions about sensitivity and successful implementation. However, closeness

and self-disclosure are not interchangeable structures. Self-revelation is an essential part of the cycle that involves intimate encounters and the development of interpersonal connections.

4.2. Existing ABCD trust model

Levinger (1980) first outlined the four distinct stages of a relationship that provide scope perspective. This portion helps us to understand how relationships grow in a marketing collaboration. It does this by integrating developmental phases in comparison with an efficient advertising strategy. The following sections discuss the courting and customer interlocutory procedure through the application of an attraction. Therefore, underpinning points have explained why the ABCD Trust model was equally important as the 5-C model in Figure 6.

4.3. Proposed 3-E framework

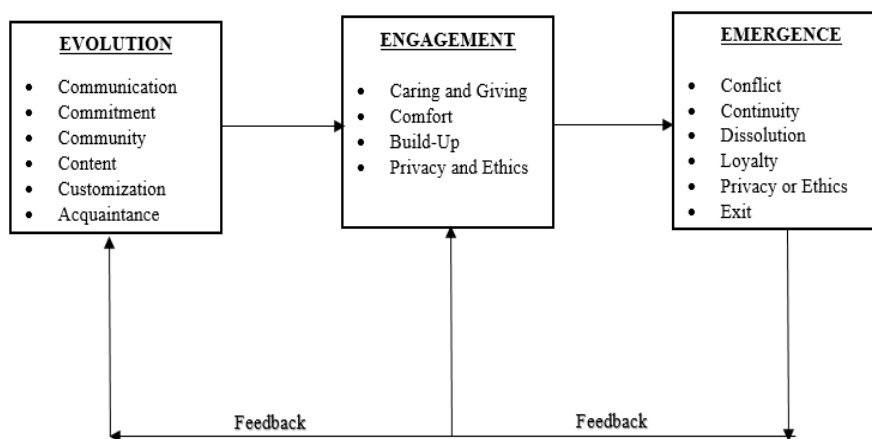


Figure 6. Flow Diagram of the innovative 3-E Framework.

4.4. Evolution

This is a phase where a business is creating or investigating ways of developing connections among organizations and clients. Advancement is investigating the chance of fostering an arrangement for getting buyers together. Colleague is a game plan between the customer and the organization where they know one another and their assumptions. Clients might want to meet their fundamental necessities and offices, and organizations need a critical type of revenue. As we have seen that from the last numerous many years, the main 5-C and ABCD model has been given as an illustration to communicate the advertising procedure. All things considered, the most recent couple of years has changed the situation, and it went to the perspective on adding the outside implication given beneath.

4.5. Customization

User experience marketing extends beyond direct marketing, whereby customers are given with the aid of mailings, essentially undifferentiated advertising announcements and sales packages. Marketing with consumer experience changes the fundamental premise of marketing backward. To achieve competitiveness, several companies are taking a customization approach. We know that in a previous couple of years, various e-commerce platforms have been growing significantly. Several companies exploit competitive advantages for consumers through the provision of these services by their requirements. Therefore, it is crucial to recognize that the market strategy represents an essential function.

The significance of this feature is the consumer imagination that is published all over the world. Customization produces a C-model reserve for people to understand how they think about their purchasing power. The competition offers a further advantage to the firm's profitability and its customer loyalty so that it is possible to establish the company for a long period. Variability in the customer's interest is recognized if the companies understand that the customer is the sole important source of income.

In the previous, CRM solutions have been often available on the website and used in the form of Excel table substitutes or dynamic contact monitoring systems. These are known as Potential CRMs. The Internet and the media have become increasingly popular with the software as a service (Saas).

Adapting to AI, Big Data, and Machine Learning would increase the trustworthiness of the data to make integration with the end-user easy. The integrated capacity to interpret the word can grow more advanced with natural language processing (NLP). CRM technologies and systems can generate intelligent insights into educated decisions.

4.6. Content

Content analysis is a method for compacting various text words to lesser categories of language based on certain core principles. It has been displayed in the course of the most recent couple of many years where the online business market enterprises have acquainted a procedure with work on each word composed or shared by clients on the web-based media or internet business site that will in general mean whether or not clients are fulfilled. Today, companies have realized that the play of words is easily attracted to end-users, where publicity is an important function.

Information search is an important component for people to utilize social networking platforms, and organizations that recognize them will allow them to consider end-user needs based on the new digital revolution. What information can the content say? Is contained in customer information. Customers observe every inch of corporate advertising; therefore, organizations must be prepared to take advantage of their product contents to their threshold. Companies must be ready to increase their sales to the end, whether they are social media, social platforms, or website advertising.

The dissemination of content towards its purposes is based on information, culture, community, rewards, etc. Companies plan to make the best of their business topology. But, for this reason, the organization needs to look out for its market, where content delivery can be quickly introduced and efficiently spread without any advertisement costs.

Social media networks like Facebook, YouTube, and Twitter provide internet users the unrestricted way of communicating, expressing, publishing, and producing information for everybody, including brands. These clients have substantial repercussions in the Online branding practices (as required by the Consolidated Omnibus Budget Reconciliation Act). Increasing accessibility means reducing prices for searching and a deeper understanding of the web site's contents and functionalities, thereby reducing the difficulty and facility of delivery and functionality.

Members of the Social Networking Site (SNS) tolerate advertising content and actively support it. However, only 22% of customers had a positive response to social media ads, and 8% of the consumers polled quit SNS for the reasons they perceived as needless commercials, according to one industry-supported survey.

Much information is now available on a wide number of applications and platforms. Unternehmen require a means to use their smart CRM to incorporate large data to ensure correct results. Machine-based AI-enabled CRM training is built with these massive CRM data sets to give superior customer assistance.

The chatbots get cleverer and more advanced with the confluence of AI and CRM. It includes past and present customer information through electronic actions, clicks flows, and variants. It provides information in real-time on course correction and sales presentations. Machine learning is a subset of artificial intelligence, which relies on applying statistical methods to construct intelligent computer systems to take advantage of existing knowledge. In numerous applications, machine learning has been employed. Examples such as medications, image analyses, estimates, detection of voices, financial management, and regression.

One of the best examples of the trend that has given new space in the e-commerce sector is smart agents (IA). An intelligent agent is an autonomous, relatively small computer program that observes and acts in a changing environment and guides its actions by running specific tasks autonomously against specific goals. Intelligent agents can be able to learn through the use and expansion of the intelligence contained in them. Intelligent agents are important tools for addressing the Internet's most crucial burden, such as knowledge overload and making e-commerce a more viable organizational resource. A simple example of an intelligent software agent is a system that detects viruses. It resides in your computer, scans all incoming data, and automatically removes the viruses found while learning new types of viruses and methods of detection. Smart agents are also used in personal digital assistants, e-mail servers, news filtering and distribution, appointment management, and automated collection of information.

4.7. Community

In selecting the approach to its specific aim, the community has a vital role to play. Many companies expect that the supplier's services would increase to the extent that a particular segment of the community indicates an interest. Quantitative eCRM measures in the Upper Northeast of Thailand for group tourism were clarified. The study shows the effect of website character and shopping convenience on treatment and service through website communication interactivity. The results showed that the website communication, treatment, and operating issues in the Upper North East of Thailand were well-linked to E-CRM urban tourism models.

Mode and trends benefit much by keeping the industry on the track to connect continuously with the community. This helps to turn all the market requirements into the next step to address the potential of commercial intimacy. However, the enthusiastic entry into the industry does not bring substantial revenue for every community, although some do. Organizations need to play well with individuals and communities to guarantee their own market brand benefits.

Analysis of the impact of e-CRM reduction of confusion, social expectations, and create trust. While people have a well-defined predisposition to decrease ambiguity by adopting stringent ethical norms, and this tenderness does not explicitly impact their idea that a trusted group complies with these accepted rules. The social regulatory features of the website are therefore highlighted rather than decreased operational ambiguity through the established code of ethics on the website in order to strengthen the trustworthiness of the author of the IDS online.

4.8. Engagement

In contrast to a conventional business, where business-client interactions begin in the evolutionary stage. It begins in the engagement phase in e-business. Due to increased interactions between business and customer, efficient and secure information sharing is necessary to do business on the web. E-commerce understanding will give a company a competitive edge over its opponents while also giving greater ease and comfort to its customers. Steps should be taken to ensure dependable and secure access to data.

Most end users are unsecure in sending data via the Internet since they are not secure and work under a false identity that is easy for hackers. The stealing of data is undetected in most instances. The success of service delivery can also influence comfort during the engagement. In developing customer relationships, it is crucial to understand the value of comfort. Measuring comfort with the service provider is not restricted to sellers with whom consumers spend a considerable deal of time, both for the length of the service and the length of their relationship.

The changeover from acquaintance to bond happens as partners are drawn into experimentation and conversation to test the result. At this point, however, the degree of tension of the customer is high since the result is unpredictable and does not meet expectations. "Bonding" is the feature of the relationship between two entities that act in a coordinated approach against the same aim. It allows a relationship between the buyer and the seller to be established. The practice of bonding begins with the simplest drive to find the purchaser for its goods, and the client must acquire a product that fulfils their requirements.

Compassion is the part of a common plan that permits two accomplices to see the circumstance from the other individual's perspective. It is known as endeavouring to comprehend another person's inspirations and objectives. This requires the readiness of specific people to decipher the case according to the perspective of the other individual in a completely sensible manner. The utilization of compassion as a component of the showcasing collaboration must, in this way, be sought after.

Communications in advertising tend to emphasize the sincerity of client interest. Suppose we see that Consumers don't desire data from them on the website of e-commerce. You also need to remember that if you look at the problem of the product or service, consumers are submitted a complaint form. Customers cannot complete these applications or the guarantee process offered by retailers or the website for e-commerce. In the aftermath, enterprises will have to supply technology to replace the damaged part in the face of these modest problems. Since then, technology improvements have opened the way for other organizations to seek credit card applications from their consumers, issue debit cards, financing plans, and schemes in the banking and financial sectors. The AI chatbots offer a brief overview and help to analyse the best potential strategy for customers all around these challenges have been overcome.

In order to collect and construct a database system that shows things that match user expectations, a new approach to connect with customers. The market would be influenced in the near future by artificial intelligence, which can substitute the human aspect on the market in various ways. Artificial intelligence. Marketers would follow a program to analyse, gather and synthesize knowledge. AI-driven marketing enables them without any man-hour effort in this group of consumers depending on different units and offers customer service solutions. AI aspires, in all online retail sales, to understand the requirements of every customer and to supply them the precise same goods they could need, resulting in a more enjoyable shopping experience.

Artificial intelligence will be a significant empowering influence for promoters and that's just the beginning so for advancement programmers. In any case, considering that every association is unique and its needs are unique, point approaches would need to coincide. We are probably going to move to a room where best in class AI stages are frequently joined with other AI sellers to have a concentrated perspective on the information around the organization.

4.9. Emergence

The rise of customer relationship management stems from a variety of developments such as the transaction-to-interaction marketing change in corporate focus, the development of techniques of companies from operations to structural processes, and the need to reconcile the need between production and customer interest extraction. The improved use of technology to manage and optimize the interest of knowledge has also produced a modern CRM structure.

The commercial literature on distribution channels from the 1970s has played a fundamental impact on the development of relationships as a major research problem. Some of the major questions in international market research have been focused on such topics as conflicts, power, and inter-organizational partnerships, which remain vital to understanding the difficulties of marketing channels as well as methods utilized more broadly. They also assessed the circumstances in which marketing interactions and promotions are permissible and used the idea of cost switching to justify the company's choices. Therefore, relationship marketing is the key contribution from economics, behavioral studies, political studies, sociology, social psychology, and legislation to a distinct branch of marketing strategy.

Resource investments symbolize both increasing participation and growth, as consumers and suppliers tend to hesitate to enter into partnerships in which they participate extensively. The appreciation, achievement, and enjoyment that a feature and its goods or services give to a customer is customer satisfaction. The summary link with the feature has shown, however, that client does not have an impact specific to customer revenues but has an effect on customer retention.

The continuity of business underlines that purchasers stay motivated to give exclusive offers. User's willingness to offer special offers through promotions. More moral reasons for the attempt to break up a relationship with the present service provider are the basis of strong commitment. For example, a prepaid 12-month telephone service contract gives the impression that a single service provider is also intact. Instead, even if the company has failed to give a service to consumers that help with market sustainability, it must count on maintaining the sale for 12 months.

This technique claims it is possible to measure the current state of a relation using the current degree, existence, or absence of known parameters. Each step presents qualification conditions for assessing the status of a particular B2C partnership. Upon establishing a current phase of a connection, e-commerce managers can use the three e-Framework for customer management in a particular phase of the relationship.

4.10. Parameters included in various framework

CRM programs are implemented from a crux repository so that relevant client information is provided in real-time to all customer-facing employees. Amazon employs a crux distribution network to store and distribute the goods it sells (FBA). To achieve the level of service requested by growing numbers of online consumers, e-commerce services need to use techniques of scalability. The scalability incorporates the idea of e-commerce members, a means of scaling an e-commerce services' efficiency. E-commerce activities go beyond the idea of typical logistics and offer a high level of flexibility. Program for ease of access ensures that everybody who needs support, identifies himself as a disabled person, or who is not able to access traditional browsing ways can visit the website. Business Continuity Planning (BCP) determines how the E-Business is able to continue full or partial activities following a substantial breakdown or threat. Competence in e-commerce is stated by producing "customer value" through its website functioning as a vital factor for corporate success. This is argued for. Comportements such as the disclosure of personal information under improper circumstances prevent attraction. Many products are predicated on compatibility, i.e., their compatibility with another product that the buyer already possesses or hopes to purchase determines the importance of the product. Various accessories include typical products based on compatibility. The degree of consistency (against conflict) between beliefs of two teams is called "compatibility" if compatibility is intended to encourage larger awards for the connection. E-commerce responsiveness is an impression that a company actually wishes to deal with its clients on a longer-term basis. Switching costs are stated as all the disadvantages a consumer may suffer by switching. Continuity emphasizes longer switching profits as a barrier to competitors. Table 4 shows the various framework parameters.

Table 4. Parameter for various frameworks.

S. No.	Parameter	5-C model	ABCD Model	Proposed Framework	3-E	Examples in Literature
1.	Centralized View	X	✓	✓		(Parasmehak & Parasmehak, 2019)
2.	Scalability	✓	X	✓		(Meira et al., 2000)
3.	Flexibility	X	✓	✓		(Dutt & Chauhan, 2019)
4.	Accessibility	X	✓	✓		(Chaffey & Ellis-Chadwick, 2012), (M. C. Campbell & Kirmani, 2000)
5.	Business Continuity	✓	X	✓		(Mudholkar, 2013)
6.	Competent Behavior	X	X	✓		(Galletta et al., 2006), (Salisbury et al., 2001)
7.	Relationship Compatibility	X	✓	✓		(Srite & Karahanna, 2006), (D. E. Campbell et al., 2013)
8.	Relationship Receptiveness	X	✓	✓		(Palmer & Griffith, 1998)
9.	Switching Costs	✓	X	✓		(Chen & Hitt, 2002)
10.	Barriers to Entry	X	✓	✓		(Cao et al., 2003), (Chen & Hitt, 2002), (Griffith et al., 2001)
11.	Navigation and Presentation	X	X	✓		(Chaffey & Ellis-Chadwick, 2012), (Bart et al., 2005)
12.	Speed of Response	✓	X	✓		(Griffith et al., 2001), (Hansen et al., 2004), (Srivastava, 2012)

4. Conclusion

The paradigm of the marketing exchange of a relational viewpoint is insufficient to explain the continuing nature of the relationship between marketing actors. It is rooted in value transfer and exchange outcomes, and it is an inadequate framework to explain marketing relationships that rely on value development and that the relationship interaction is similar, if not more relevant than the exchange outcomes. As the future vision swiftly becomes a reality of our industry, we propose that marketers will focus not only on how new methods to consumer involvement are carried out but also on their global impact on how firms build customer interactions. The results of the current study set out the beneficial consequences for both scholarly studies and clinicians based on a detailed analysis of ongoing work on some of the antecedents of E-CRM performance. We see e-commerce move from traditional technological development to advanced technology with new developments in the area of digital technology that assist users to shifts swiftly between platforms. The major need of the organizations is to understand that people no longer believe in price and quality but also their brands which have been in the long run for many years. The notion of the collaboration between buyers and sellers has been exploited in this study report. Although similar ideas were applied in numerous literature fields, the online meaning of B2C relationships was not changed and broadened. This unique perspective provides an understanding of how these vital online partnerships are established, developed, and maintained. Furthermore, certain distinctive buildings are theoretically contributed to the field of e-commerce study. In that way, many of the examples of the appeal stage were not used finally that the 3 E-Frames give a major viewpoint with the additional theoretical knowledge provided by the relationship in that model.

5. Limitations

In research years ago, most of the concerns of user involvement, data protection, and unlicensed remote access were solved by the complexity of bringing disruptive technology to business. An initiative must be considered that Customer Relationship Management is not an initiative solely for marketing, advertising, technology, and services. Organizations need technological advances, marketing strategies, marketing expertise, customer-focused approach efficiency, and the IT Group is a key challenge to demonstrate the minimum level of implementation. This research has contributed its concept to every organization that operates e-commerce for their business, but it can still seem to be missing in some portions. Location is often an essential explanation for business continuity. For instance, in some hilly regions, the 3-E frame proposed is not particularly gained for businesses, but the frame proposed would help preserve long-standing customer contentment with the product when the company insists on

a strong customer experience. We may also have observed that we lose their patience when it leads to digital transfers from one form into another. The customer needs something stunning and automated that needs no physical actions of human beings.

6. Future scope

Because we are concerned about pandemic virus distribution, and firms are badly affected, the relationship with marketing can be provided over to the concept of marketing. The importance of the solution comes in the fact that many organizations since the pandemic has taken account, have started their business, and have virtual preparations to address the associated style. As the enterprise becomes more conscious of online processing, it is possible for supply chain management to reach the cyber level. In future pandemic conditions, it is important for organizations to maintain their employees safe and sanitary, so how businesses may behave in this regard and obtain an obvious response to this is something to be considered. Technological advances, cost reductions, and regulations introduced would result in improved delivery processes being pushed outside these regions, but with the constant need of a human operator to take over in the event that the automation systems are unable to handle a situation, while backup failure systems enable the safe transition between man and machine to ensure safety.

Reference

- [1] L Bartt, Y., Sankar, V., Sulttan, F., & Urbaan, G. L. (2005). Are all websites and users alike the drivers and the role of online trust? A comprehensive empirical exploratory research. *Journal of Marketing*, 69(4), 133-152. <https://doi.org/10.1509/jmkg.2005.69.4.133>
- [2] Camphbell, D. E., Wellss, J. D., & Valaacich, J. S. (2013). Breaking the ice in B2C interactions: recognizing e-commerce attractiveness before adoption. *Information Systems Research*, 24(2), 219-238. <https://doi.org/10.1287/isre.1120.0429>
- [3] Chaffey, D., & Ellis-Chadwick, F. (2012). *Digital marketing: strategy, implementation, and practice*.
- [4] Chean, P. Y., & Hiett, L. M. (2002). Evaluating the cost of switching and the determining factors for the maintenance of customers in Internet-enabled companies. *Information Systems Research*, 13(3), 255-274. <https://doi.org/10.1287/isre.13.3.255.78>
- [5] Dutth, H., & Chauhan, K. (2019). Use flexibility in CRM solution design. *Flexible System Management Global Journal*, 20(2), 103-116. <https://doi.org/10.1007/s40171-018-0203-y>
- [6] Eirizz, V., & Willson, D. (2006). Research in relationship marketing: Antecedents, traditions, and integration. *European Journal of Marketing*, 40(3-4), 275-291. <https://doi.org/10.1108/03090560610648057>
- [7] El-Ansary, A. I., & Stern, L. W. (1972). Power Measurement in the Distribution Channel. *Journal of Marketing Research*, 9(1), 47. <https://doi.org/10.2307/3149605>
- [8] Featherman, M., Thatcher, J., Wright, R. T., & Zimmer, J. C. (2011). Human - C computer I interaction THCI AIS human-computer interaction transactions. *AIS Transactions on Human-Computer Interaction*, 3(1), 1-25. <https://doi.org/10.5121/ijfcest.2014.4403>
- [9] Galetta, D. F., Henry, R. M., McCooy, S., & Pollak, P. (2006). If the latency isn't very awful, the website delay, familiarity, and width interaction affect. *Information Systems Research*, 17(1), 20-37. <https://doi.org/10.1287/isre.1050.00073>
- [10] Grriffith, D. A., Krrampf, R. F., & Pallmer, J. W. (2001). The function of interaction in electronic business: consumer participation in printed versus online catalogs. *International Journal of Electronic Commerce*, 5(4), 135-153. <https://doi.org/10.1080/10864415.2001.11044219>
- [11] Hansen, F., Percy, L., & Hansen, M. H. (2004). Consumer Choice Behaviour: an emotional theory. 1, 1-34.
- [12] Holander, S. C., Holander, S. C., Journal, S., & Jan, N. (2015). ADVERTISING: S. Watson Dunn University of Minnesota ITS ROLE In MODERN MARKETING Louis W. Stern's DIMENSIONS. 34(1), 112-113.
- [13] Hunt, R. M. M. and S. D. (1982). The Commitment-TrustTheory of Relationship Marketing. *Journal of Marketing*, 27(2), 444-446. [https://doi.org/10.1016/0022-0531\(82\)90041-2](https://doi.org/10.1016/0022-0531(82)90041-2)
- [14] Jackson, B. B. (1985). Build Customer Relationships that Last. *Harvard Business Review*, 63(6), 120-128. <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=3921294&site=ehost-live>
- [15] Levitt, T. (1983). After the sale is over. *Harvard Business Review*, 61(5), 87-93
- [16] Mashek, D. O. and A. E. (1389). *Close and Intimate Manual*.
- [17] Menconni, P. (2000). CRM 101: Build a great strategy for customer relations. ... *New Heights in Customer Relationship Management*, ..., 1-3.

- http://mthink.com/legacy/www.crmproject.com/content/pdf/CRM1_wp_menconi.pdf
- [18] Pravallika A, "Monitoring sensor objects using mobile relay by path planning framework," International Journal of MC Square Scientific Research, Vol. 9, No. 1, (2017).