

THE IMPACT OF E-CRM APPLICATIONS ON CONSUMER PURCHASING BEHAVIOR: STUDY CASE TRENDYOL IN ANKARA, TURKIYE

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ABSTRACT

Purpose- Online shopping has been growing rapidly in many countries including in Turkiye. The shifting of consumer behavior has been driving force of the existence of e-commerce. One of the popular e-commerce in Turkiye is Trendyol. In order to improve consumer's experience in using Trendyol, some features are applied. Electronic consumer relationship management (E-CRM) features are main factors contributing to the success of e-commerce. The purpose of this research is to examine the influence of electronic customer relationship management (e-CRM) applied by Trendyol towards consumer purchasing behavior. This research will reveal the most interesting features of e-CRM dimensions from consumer's perspective in using Trendyol. The e-CRM features investigated on this study are the ease of navigation, information quality, payment options, personalization level, rewards, security and privacy policy.

Methodology – A quantitative study using SPSS (Statistical Package for Social Sciences) software is conducted to examine the respondents' answers. A total of 385 respondents who are the users of Trendyol in Ankara, Turkiye has been chosen through random sampling method. First, this study conducts the demographic analysis to understand consumers' preferences in doing online shopping in Ankara, Turkiye. Second, this study performs the validity, reliability, and distribution analysis to determine the feasibility of respondents' data towards research framework. Next, this study conducts Pearson Correlation Analysis to determine the correlation level between each dimensions toward e-CRM strategy. Lastly, it will conduct the Linear Regression Analysis to determine the result of hypothesis testing between X variable (e-CRM strategy) towards Y variable (consumer purchasing behavior).

Findings –According to the results of demographic analysis, this study finds that mostly consumers in Ankara are using Trendyol for 1 hour or less per day and they prefer to use credit card to do the payment. It also reveals that clothes and books are most purchased online in Trendyol. Furthermore, the results shows that there is a significant correlation between e-CRM strategy towards consumer purchasing behavior. The result explains that e-CRM strategy influence 70,2% of consumer purchasing behavior in using Trendyol in Ankara, Turkiye. It also finds that all 6 dimensions has positive correlation towards e-CRM strategy applied by Trendyol while information quality feature has strongest correlation (84,1%). It means that all respondents are aware and concern about these six dimensions of e-CRM strategy applied by Trendyol through its website or app and significantly contribute to their purchasing behavior.

Conclusion- The finding of this study shows 70,2% of consumer purchasing behavior in using Trendyol is highly influenced by e-CRM strategy. Therefore, it suggests all e-commerce company to ensure that e-CRM dimensions are well applied to improve consumer purchasing behavior. The findings also show that first dimension that is received high intention of consumers is information quality (84,1%). It reflects that the better quality of information given to consumers, the more they will have high intention to do online shopping. Because the customers use the information before making the purchases. For example, they will search about product's price, photo, the store's information (address, store's name), the product's quality, etc. Therefore, the conclusion of this research is Trendyol needs to focus on these 6 dimensions to improve Trendyol's e-CRM strategy in the future and maintain good relationship to influence consumer purchasing behavior.

Keywords: Electronic customer relationship management, consumer purchasing behavior, Trendyol, e-commerce

JEL Codes: R12, O33, R81

1. INTRODUCTION

In today's fast-paced and highly competitive business environment, companies must adopt innovative strategies to enhance efficiency, improve customer satisfaction, and sustain long-term growth. One such strategic tool that has gained prominence over the years is Customer Relationship Management (CRM). CRM is a comprehensive approach that integrates technology, data analytics, and business strategies to manage customer interactions, streamline operations, and optimize business performance. With the increasing demand for customer-centric business models, CRM has evolved into an essential component for organizations seeking to build strong customer relationships and maximize profitability.

CRM is designed to help businesses understand their customers better by collecting, analyzing, and utilizing customer data. Through the effective implementation of CRM systems, companies can track customer preferences, purchasing behaviors, and engagement levels, enabling them to tailor their marketing, sales, and service efforts accordingly. By leveraging CRM technologies, businesses can automate workflows, personalize customer interactions, and enhance decision-making, ultimately leading to improved customer retention and increased revenue.

One of the primary ways CRM influences business performances is through customer satisfaction and loyalty. Satisfied customers are more likely to remain loyal and recommend a brand to others, resulting in higher customer lifetime value and reduced customer acquisition costs. A well-structured CRM system allows organizations to provide personalized experiences, respond to customer inquiries promptly, and anticipate customer needs, fostering trust and long-term relationships. Furthermore, CRM enables businesses to segment their customer base, allowing for targeted marketing strategies that drive engagement and conversions.

Beyond customer satisfaction, CRM also plays a crucial role in **operational efficiency**. By centralizing customer data and automating routine tasks, CRM minimizes manual efforts, reduces errors, and improves team collaboration. Sales teams, for example, can use CRM to track leads, manage pipelines, and analyze sales trends, leading to more effective sales strategies. Similarly, customer service departments can leverage CRM to handle support tickets efficiently, ensuring quicker issue resolution and enhanced service quality. As a result, businesses experience increased productivity and reduced operational costs.

Another significant aspect of CRM's impact on business performance is its ability to provide **data-driven insights**. Organizations that implement CRM systems gain access to valuable analytics and reporting tools, which help them make informed decisions. By analyzing customer interactions, sales patterns, and market trends, businesses can identify opportunities for growth, optimize pricing strategies, and forecast future demand. This data-driven approach enables companies to stay ahead of competitors and adapt to changing market conditions effectively.

Despite its numerous benefits, CRM implementation comes with challenges such as high initial costs, employee resistance, and data security concerns. However, businesses that invest in proper training, choose the right CRM software, and develop a clear implementation strategy can overcome these obstacles and fully harness CRM's potential.

In conclusion, CRM is a powerful tool that directly influences business performance by enhancing customer satisfaction, improving operational efficiency, and enabling data-driven decision-making. As businesses continue to navigate a rapidly evolving marketplace, adopting a robust CRM system can provide a significant competitive advantage. This journal will explore the various dimensions of CRM's impact on business performance, examining best practices, real-world case studies, and strategies for successful CRM adoption. In order to interrogate these inquiries, the study posits two key hypotheses:

H1: All six dimensions positively contribute to e-CRM strategy on Trendyol

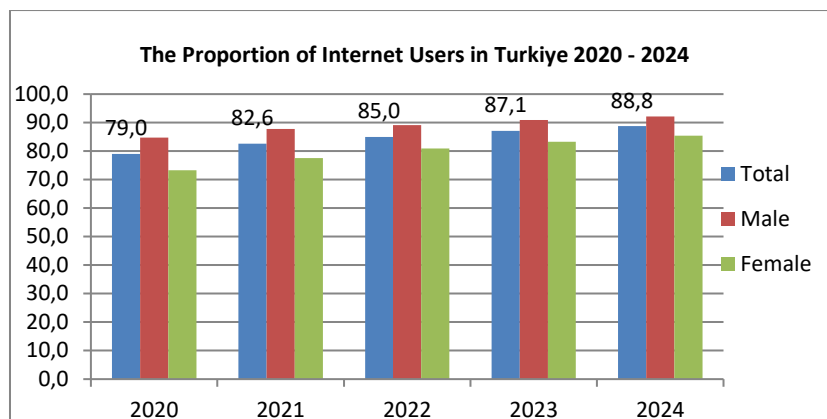
H2: e-CRM strategy on Trendyol has positive effect on consumer purchasing behavior in Ankara, Turkey

2. LITERATURE REVIEW

2.1. e-Commerce

In the 21st century the revolution of technology and internet has taken many sectors in human lives. The usage of internet especially e-commerce has been increased widely in many countries including Turkiye. It is supported by the increasing number of internet users in Turkiye. According to the data from TUIK¹, here is the proportion of internet users in Turkiye in 2020 – 2024.

¹ TUIK. August 2024. *Survey on Information and Communication Technology (ICT) Usage in Households and by Individuals*. 2024. TUIK. [https://data.tuik.gov.tr/Bulten/Index?p=Survey-on-Information-and-Communication-Technology-\(ICT\)-Usage-in-Households-and-by-Individuals-2024-53492&dil=2](https://data.tuik.gov.tr/Bulten/Index?p=Survey-on-Information-and-Communication-Technology-(ICT)-Usage-in-Households-and-by-Individuals-2024-53492&dil=2) . Accessed on 25 May 2025

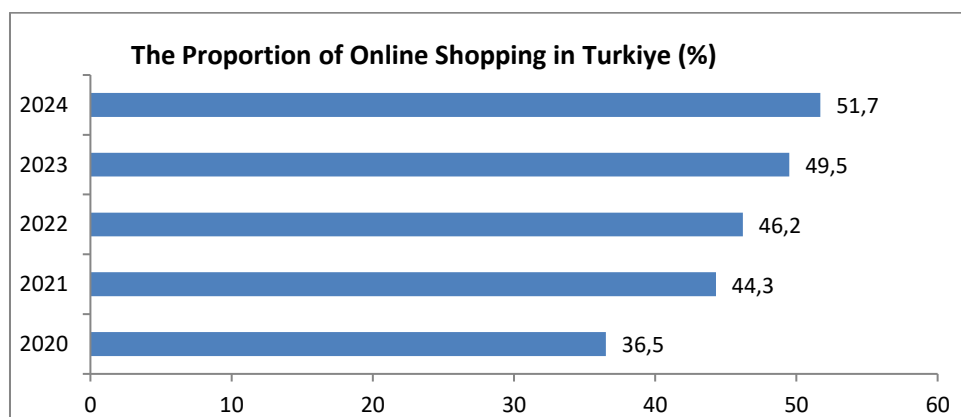
Graph 1: The Proportion of Internet Users in Turkiye 2020 – 2024

Source: TUIK, 2024

According to the data above, the proportion of internet usage in Turkiye increases to 88,8% of all population in the 16-74 age group in 2024. The proportion of male users is higher than female users in Turkiye. It was observed that in 2024 there were 92,2% of males users and 85,4% of female internet users in Turkiye. The data also reports that the proportion increases from last year 2023 (87,1%) and consistently improve since the last 5 years. It indicates more people in Turkiye understand and addict to the use of internet in their daily routine.

The internet technology advancement has triggered Turkiye's society to use internet for many purpose including online shopping. It is the driving force behind the existance of e-commerce. E-commerce can be defined as the new type of business innovation emerged from the shifting of digitized consumer behavior (Ünver, Aydemir and Alkan, 2023). Other study also described e-commerce as the execution, process, and facilitation of commercial activities over computer networks between sellers and buyers (Huseynov and Yıldırım, 2016). Nowadays, online shopping becomes dominant compared to traditional retail shopping. It is because the convenience, easiness, and reliable offered by e-commerce in delivering consumer's buying experiences.

E-commerce is the marketplace that supports consumers to search information about products and compare the pricing of products without need to spend their time, energy, and money to do window shopping as usual (Katawetawaraks *et al.*, 2011). Online shopping via e-commerce may save consumers' time and travel costs while buying their needs easily everywhere. These advantages of online shopping also experienced in Turkiye. It is shown by the survey data from TUIK that the proportion of online shopping in Turkiye has been increased in recent years. Here is the data proportion of online shopping in Turkiye.

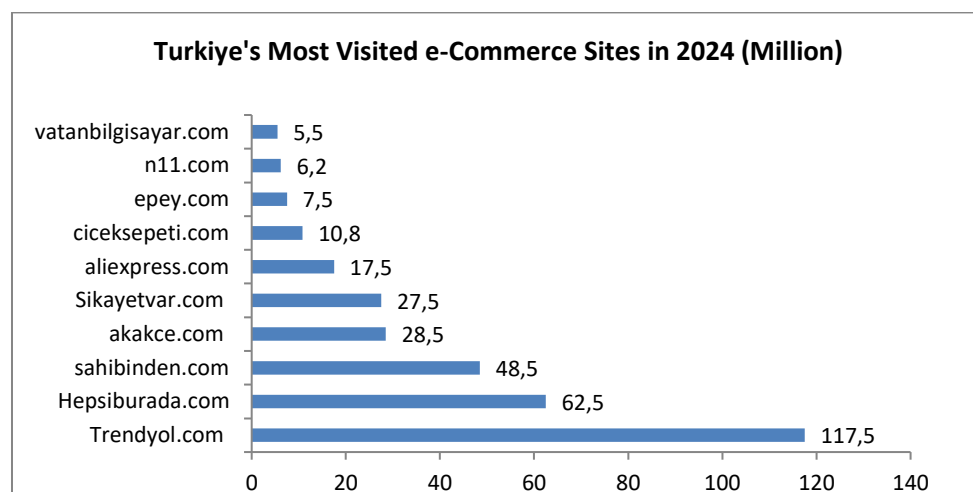
Graph 2: The Proportion of Online Shopping in Turkiye (%)

Source : TUIK, 2024

Based on the data above, it can be seen that the number of online shopper in Turkiye is significantly increased for the last 5 years. Research from TUIK above reports that of the total population of Turkiye aged 16-64 years, 51,7% of them were making online shopping during 2024. This proportion is increased from 2023 (49,5%). It reflects the tendency of internet users in

Turkiye to trust in using e-commerce to buy goods and services. As the result, more e-commerce brand has shown up in Türkiye. Here is the data about most popular e-commerce in Türkiye based on the number of visitors during 2024.

Graph 3: The Proportion of Most Visited e-Commerce Sites in Türkiye 2024



Source : Magna Dijital 2024²

Based on the data above, Trendyol is the most popular e-commerce in Türkiye with total visitors is 117,5 million. Hepsiburada is in the second rank with total visitors is 62,5 million and Sahibinden is in the third rank with total visitors is 48,5 million. In order to get lots of visitors, e-commerce such as Trendyol maintains good relationship with customers to be able to get customers trust in visiting their e-commerce sites. The strategy to create good relationship with customers in online business can be explained in the concept of e-CRM strategy. This study focuses to explain the e-CRM strategy implemented by the first popular e-commerce in Türkiye which is Trendyol to represent the online buyers in Türkiye.

2.2. e-CRM (Electronic Customer Relationship Management)

Customer Relationship Management (CRM) is a strategic management approach developed by businesses to make customer relationships more efficient, sustainable and profitable. In the literature, CRM is defined not only as a technology system but also as a holistic approach based on the philosophy of customer focus (Payne & Frow, 2005). This approach aims to maximize customer value by integrating areas such as marketing, sales, service and customer interaction.

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Peppers and Rogers (2011) state that the main purpose of CRM is to treat each customer as a "single market". With this approach, businesses can analyze their shopping habits by getting to know their customers better and develop more personalized campaigns accordingly. Loyalty programs, customer complaint management, after-sales services and social media interactions are among the basic application areas of CRM strategies. It is defined not as a technology system but also as a holistic approach based on the philosophy of customer focus (Payne & Frow, 2005). This approach aims to maximize customer value by integrating areas such as marketing, sales, service and customer interaction.

Studies conducted in the context of Turkey also support the impact of CRM on customer satisfaction and loyalty. For example, Yılmaz and Aydın (2020) revealed that CRM applications positively affect customers' repurchase intentions and contribute to brand loyalty. Especially in the field of e-commerce, thanks to the use of digital CRM tools, businesses can offer faster and more effective solutions to consumers (Karakaya & Erdem, 2021).

Effective implementation of CRM requires not only technological investment but also equipping the corporate culture and employees with a customer-focused mindset. For this reason, CRM is considered both a strategic and operational necessity

² Magna Dijital. 2024. Türkiye's Most Visited e-Commerce Sites in 2024. MagnaDijital. <https://www.magnadijital.com.tr/blog/dijital-pazarlama/turkiyenin-2024-yilinda-en-cok-ziyaret-edilen-e-ticaret-siteleri> . Accessed on 25 May 2025

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2.3. e-CRM Dimensions

Ease of Navigation - First dimension is ease of navigation. This dimension includes the layout (format) of website and apps of Trendyol as well as simple-to-use navigation. The simple navigation of Trendyol website and app may offer quick access to information needed by consumer and easily to understand how to use and manage their transaction. This dimension is related to the user experience (UX) in every sites in internet to offer minimum efforts while operating the sites.

Information Quality - Second dimension of e-CRM used on this study is information quality. It reflects the consistency, relevancy, sufficiency, and understandability of every informations on Trendyol. The high quality information of product's description will increase trust and good relationship between seller and buyer. It also helps consumer to make the purchase effectively.

Payment Options - The third dimension is payment options. According to the study from (Farmania, Elsyah and Tuori, 2021) the variance of payment options such as credit card, cash on delivery, or debt may help consumers to do online transaction that improve best experience while using e-commerce.

Personalization Level - Personalization is the strategy of online business to attract consumers back to the website and design their own account on the e-commerce site. This dimension reflects the design of consumers' account to see their recent transactions, their favorite products, their membership account that can easily monitored through e-commerce site.

Rewards - Reward is e-CRM dimension that aims to attracting consumers to repatronize. Reward programs on Trendyol such as collecting the points for every transaction, or collecting bonus by inviting new friends or for new accounts, free gifts and discounts will attract consumers trust and boost the joy of consumers experience in making purchase on Trendyol.

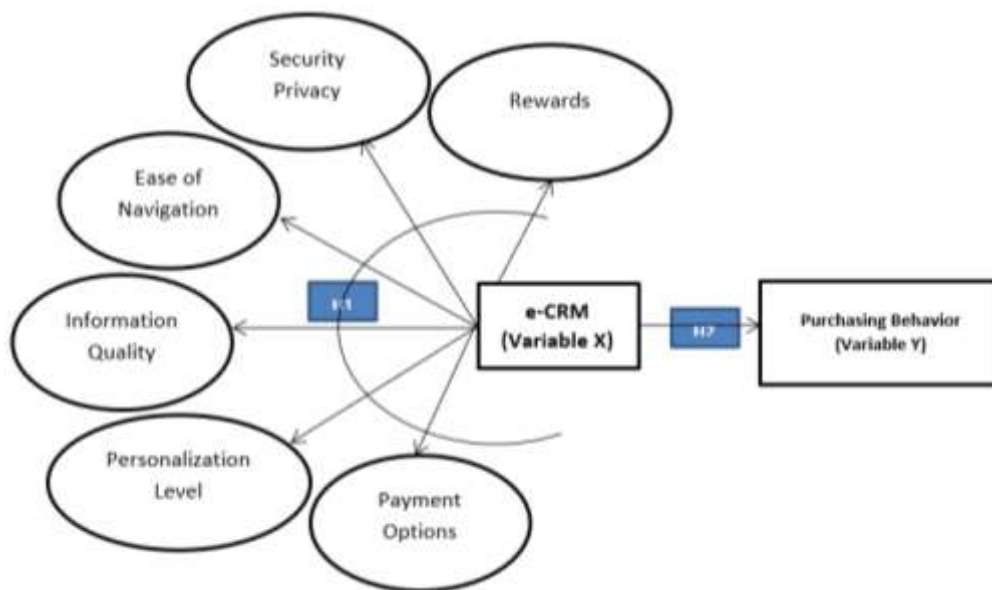
Security and Privacy Policy - One of the most important factors in online shopping is site security and privacy policy. Consumers are very concerned about online payment security especially when consumers need to fill their private informations (personal data information, credit card information, address, etc) into the e-commerce site in their ordering process. It can influence consumers trust and level of risk perceived by consumers. Therefore, this study will investigate the level of security and privacy policy of Trendyol affecting its e-CRM strategy.

3. DATA AND METHODOLOGY

This study will explain 6 dimensions of e-CRM on Trendyol by using online questionnaire to collect the data from respondents. The questionnaire consisted of two parts. The first part is demographic information of respondents such as income level, age group, education, etc. In the first part there are also some questions to understand the consumer behavior in using Trendyol such as how many times respondents use the Trendyol, what kind of products they frequently buy on Trendyol, and how they pay their purchase on Trendyol. Second part consisted of consumers opinion related to the e-CRM dimensions. The statements of each dimensions used on this study are following related studies. The questionnaire of this study uses research from (Ab Hamid, Cheng and Akhir, 2011; Farmania, Elsyah and Tuori, 2021) in explaining the 6 dimensions of e-CRM. Every statements of this questionnaire will be answered by using 5 likert scale points ranging from 1 = "Very Disagree" to 5 = "Very

Agree". Further, this study will prove the influence of e-CRM strategy towards consumer purchasing behavior. The hypothesis used on this study and research framework are shown below.

Figure 1: Research Framework



Hypothesis 1 (H1) = The 6 dimensions positively contribute to e-CRM strategy on Trendyol

Hypothesis 2(H2) = e-CRM strategy on Trendyol has positive effect on customer behavior in Ankara, Turkiye

3.1. Research Design and Data Collection

This study is structured using e-CRM (electronic customer relationship management) theory using six dimensions (information quality, security and privacy policy, rewards, ease of navigation, personalization level, and payment options). E-CRM in this study is variable independent (X variable) and will be tested its relationship with consumer purchasing behavior as variable dependent (Y variable). The indicator of each variable is gathered using secondary data from previous studies about e-CRM strategy and consumer purchasing behavior.

Further, this study will examine the relationship of two variables by collecting primary data. The data was collected in Ankara through offline and online questionnaire (Google Forms). A total of 385 respondents participated, and all surveys were fully completed and included in the analysis phase. The survey consists of two sections. The first section consists of demographic information such as income level, age group, education, etc. The first section also includes some questions aimed at understanding the trends in Trendyol usage such as how many times they prefer Trendyol, what kind of products they frequently buy from Trendyol, and how they pay for their purchases on Trendyol.

The second section consists of consumers' opinions on e-CRM dimensions. Studies on the expressions of each dimension used in this field are being followed. In the description of this survey, answers will be given on a 5-Likert score scale from 1 = "I strongly disagree" to 5 = "I strongly agree". As a result, this success includes 6 solutions to Trendyol's e-CRM strategy, 17 questions (Variable X) and 3 questions on illegal purchasing behavior (Variable Y).

3.2. Population and Sampling

According to the study from (Sugiyono, 2014) population is all individuals living in certain area that align with the objectives of research project. Meanwhile, the sample is the subgroup that represents some parts of population. The population of this study consists of consumers living in the province of Ankara, Turkiye. The sample of this study is selected from the population of this study using random non-probability sampling method by convenience sampling. Convenience sampling is used on this study to get the data from respondents that are easily to be reached for this research purpose. The criteria of respondents of this study such as:

1. Aged >18 years old
2. Has montly income >1000 TL

3. The user of Trendyol for online shopping

4. Has education background

First, this study explains the number of population of people living in Ankara. According to the data 2024 of the Turkish Statistical Institute, the total population of Ankara Province is 5 million 864 thousand 49 inhabitants. The sample size of this study using this number of population is determined according to the Minimum Acceptable Sample Sizes for different population adapted by Gürbüz and Şahin (2016).

Table 1: Sample Size Calculation

Population (N)	Required Sample Size (n)	Population	Required Sample Size (n)
50	44	7000	364
100	79	7500	365
250	131	8000	367
350	183	8500	368
500	217	9000	369
750	254	9500	370
1000	278	10000	375
1500	306	15000	377
2000	322	20000	379
2500	341	30000	381
3000	341	40000	381
3500	346	50000	382
4000	350	75000	383
4500	354	100000	384
5000	357	250000	384
5500	359	500000	384
6000	361	1000000	384
6500	363	10000000	384

Gürbüz, S., Şahin, F., (2016). Minimum Acceptable Sample Sizes for Different Population

According to the calculation of sample size in table above, it is deemed that 384 respondents is minimum sample required for this study to represent 5 million population in Ankara, Türkiye. The formula of sample size used on this study is determined according to the 95% confidence interval (Z), $\pm 5\%$ error margin (e) and 0.50 population ratio (p). After collecting the data, this study managed to collect 385 sample of respondents living in Ankara and aligned with the minimum acceptable sample size to represent the population of Ankara.

3.3. Data Analysis Methods

This study uses SPSS 22 Statistical software to analyze and evaluate the data from respondents. The analysis will be divided into several parts. First, this study will do demographic data analysis to understand respondents' data. Demographic analysis of this study will evaluate the information of gender, age, education level, monthly income, and working status of all respondents. Second, this study will also evaluate the respondents' behavior in using Trendyol. In questionnaire there are second parts that require respondents to answer their behaviors while using Trendyol such as the frequency in using Trendyol, the most purchased products on Trendyol, and the payment preferences while making transaction on Trendyol.

Third, this study will do statistical analysis in different parts. The first analysis is reliability test analysis to determine whether the respondents answers are reliable to represent this study or not. This study will use Cronbach Alpha's value to determine the reliability test. If Cronbach Alpha is greater than 0.6 (>0.6), it means all variables is reliable. Second, this study performs the Explanatory Factor Analysis using Kaiser-Meyer-Olkin (KMO) and Barlett's Test. This analysis is used to determine the quality correlation of all dimensions of e-CRM strategy in this study. If KMO and Barlett's Test is greater than 0.6 (>0.6) it means all factors of e-CRM strategy has high quality and can be used to explain the variable of e-CRM strategy.

Third, this study performs Normality Test to understand the distribution of all data. The good data has normal distribution that is determined by using Normal P-P Plot Statistical Test. If the Normal P-P Plot shows the data spreading along the diagonal line, it can be concluded that the data is distributed normally and can be used to explain the research framework. Next, this study will perform the Pearson Correlation to explain the correlation level between each dimensions toward e-CRM variable. Lastly, this study will conduct the Regression Analysis to determine the hypothesis testing between Variable X towards Variable Y. Regression analysis can determine whether variable X has influence towards variable Y or not.

4. FINDINGS AND DISCUSSIONS

4.1. Descriptive Statistics and Statistical Findings

First, this study shows the results of participants demographic data. The demographic information of respondents can be seen in the below.

Table 2: Demographic Data Result

Demographic Characteristics	Respondents Information	Frequency	Percentage
Gender	Female	221	57,5%
	Male	164	42,5%
Age	18-25	145	37,66%
	26-33	156	40,52%
	34-41	84	21,82%
Education Level	Bachelor	126	32,72%
	Master	159	41,30%
	Doctoral	100	25,98%
Monthly Income	1000-9999 TL	90	23,37%
	20.000-29.999 TL	78	20,26%
	30.000-39.999 TL	44	11,43%
	40.000-49.999 TL	173	44,94%
Working Status	Housewife	8	2,08%
	Employee	128	33,25%
	Officer	47	12,21%
	Student	202	52,46%

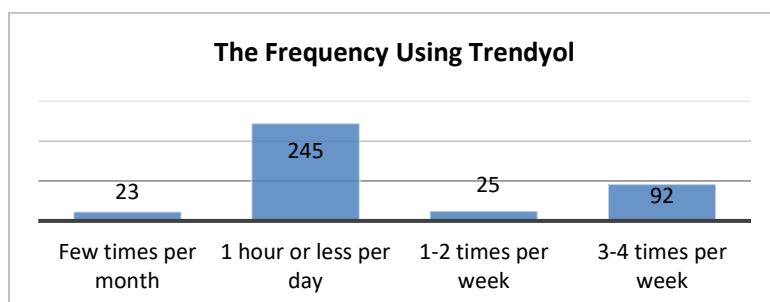
Table above shows the distribution frequency of respondents of this study. First based on the gender, there are total 385 participants of this study and around 221 participants are identified as female and 164 participants are male. It means female are dominant in making online shopping via Trendyol than man in Ankara. Further, there are 156 respondents aged 26-33 years old and the other 145 respondents aged 18-25 years old. It represents that 77% of total respondents aged between 18-33 years old.

According to the education background, mostly respondents studies in master program that represents 41,30% of total respondents in this study and the other 126 respondents are studying in bachelor program. However, based on monthly income, the 173 respondents of this study has income around 40.000 – 49.999 TL representing 44,94% of total respondents. It shows that the users of Trendyol in Ankara has high income to do online shopping frequently. It also supported by the last demographic data about working status. Mostly repondents are students (202 respondents) and workers (128 respondents).

Respondents Behavior in Using Trendyol in Ankara, Turkiye

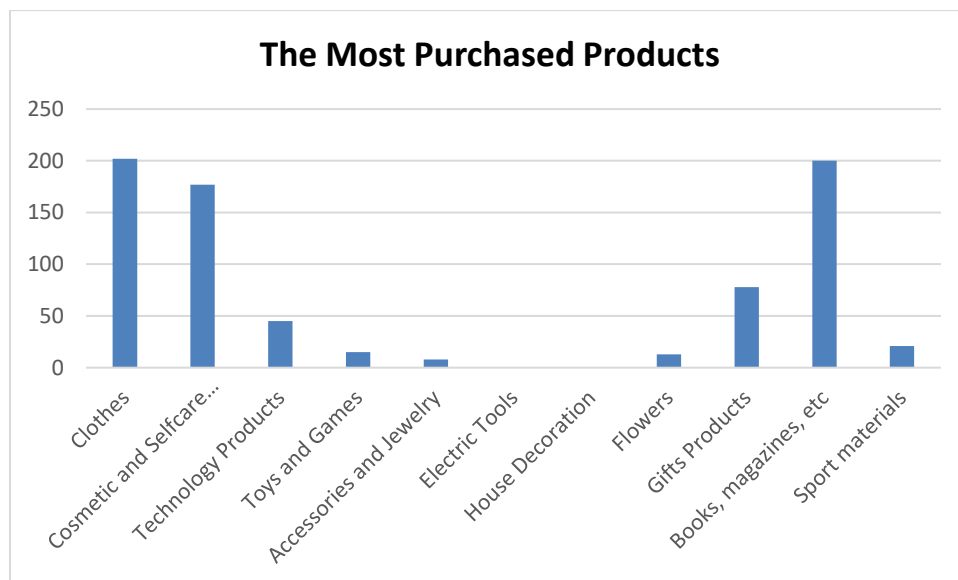
After evaluating respondents' demographic data, this study evaluates the respondents behavior in using Trendyol. According to the respondents' answer of the frequency in using Trendyol, almost all respondents answered they use Trendyol around 1 hour everyday. The result is shown in graphic below.

Graph 4: The Frequency Using Trendyol



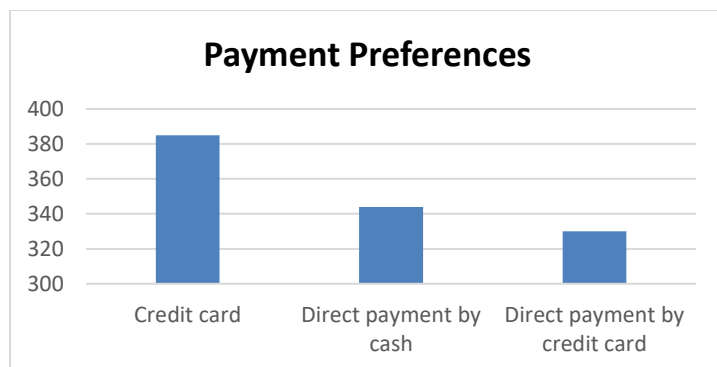
According to the graphic above, there are 245 respondents answered that they use Trendyol everyday around 1 hour or less than 1 hour. In second rank, there are other 92 respondents answered they use Trendyol 3-4 times everyweek and 25 respondents answered they use Trendyol 1-2 times per week and the rest of respondents answered they use few time every month. It shows the high addition of respondents in Ankara, Turkiye in using Trendyol not only for making the online purchases, but also to get products information, see the products pictures, and more. Next, this study also identified products that mostly purchased by respondents on Trendyol. The results are shown on the graph below.

Graph 5: The Most Purchased Products in Trendyol



According to the data above, 202 respondents answered that clothes and books are the most purchased products on Trendyol. Cosmetic and skincare are also the most purchased products since mostly respondents in this study are female.

Graph 6: Payment Preferences



The graphic above shows that all respondent prefer to use credit card in ordering products via Trendyol. However, the respondents also mostly prefer to choose cash on delivery. There are 344 respondents answered that they use to pay by cash while ordering products on Trendyol and the 330 respondents also answered they use credit card to pay but while the products has arrived on their place.

5. FINDINGS AND INTERPRETATIONS

The analysis process is started by performing the reliability test on the all dimensions. The reliability test is used to determined whether the respondents answers are reliable to explain the dimensions of e-CRM variable or not. The dimensions is regarded as being reliable if the Cronbach Alpha value is >0.6 . The result of reliability tes is shown in table below :

Table 3: Reliability Test's Results

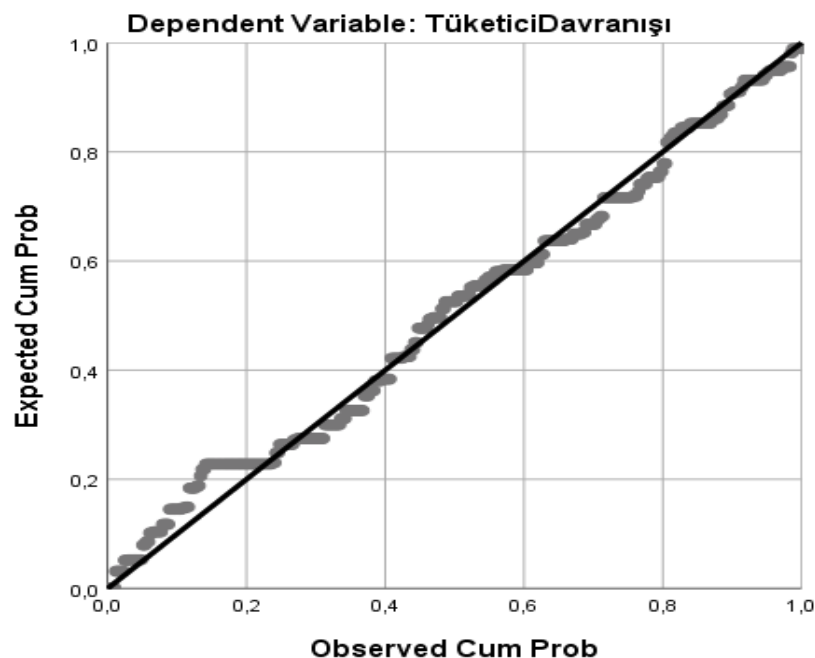
Dimensions	Cronbach Alpha's Value	Results
Ease of Navigation	0,725	Reliable
Information Quality	0.790	Reliable
Payment Options	0.769	Reliable
Personalization Level	0.608	Reliable
Rewards	0.869	Reliable
Security and Privacy Policy	0.738	Reliable
Consumer Purchasing Behavior	0.845	Reliable

According to the result above, all dimensions are regarded as reliable because the Cronbach Alpha's value >0.6 . It means that the data of this study can be proceeded to the next analysis. Next this study performs the Explanatory Factor Analysis to determine the eligibility of the items based on the Kaiser-Meyer-Olkin (KMO) and Bartlett's Test. The result of the KMO and Bartlett's test value of this study is shown in table below.

Table 4: KMO and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,746
Bartlett's Test of Sphericity	Approx. Chi-Square	665,907
	df	15
	Sig.	,000

Table above shows that the value of KMO and Bartlett's Test of this study is 0.746 or >0.6 . it means that all factors of e-CRM strategy in this study have high quality of correlation and pass the KMO and Bartlett's test. Nex this study perform normality test to using Normal P-P Plot of Regression to testing whether the data received from all respondents is distributed normal and can be used to explain the research framework or not. The result of Normal P-P Plot Test of this study is shown in the figure below.

Figure 2: Normal P-P Plot Results**Normal P-P Plot of Regression Standardized Residual**

Based on the figure above, All data is spread along the diagonal line. This shows that the research data is normally distributed and passes the Normality test so that it can be used to explain the research framework. Next, this study performs the

correlation between each dimension towards e-CRM strategy of Trendyol. This study uses Pearson Correlation to determine the correlation level of each dimension. The results are shown in the table below.

Table 3: Pearson Correlation Results

Correlations		MiyninDimensions
Pearson Correlation	e-CRM features	1,000
	Easeofnavigation	,769
	Informationquality	,841
	Paymentoptions	,463
	PersonalizationLevel	,737
	Rewards	,550
	SecurityandPrivacyPolicy	,627
Sig. (1-tailed)	e-CRM features	.
	Easeofnavigation	,000
	Informationquality	,000
	Paymentoptions	,000
	PersonalizationLevel	,000
	Rewards	,000
	SecurityandPrivacyPolicy	,000
N	e-CRM features	385

Based on the Pearson Correlation results above, all dimensions has significant level at 0.000 or < 0.005 which indicates all dimensions contributes to the development of e-CRM strategy on Trendyol. The correlation's scores are different between each dimensions. Based on the Pearson Correlation results, the information quality has biggest correlation towards the e-CRM strategy on Trendyol. Information quality has 0.841 or 84,1% contribution to the e-CRM strategy. It means respondents in Ankara are very concern of information quality on Trendyol that reflects how good Trendyol in building relationship management with customers and sellers.

The second dimension that has biggest correlation is ease of navigation. Ease of navigation contributes 0.769 or 76,9% towards e-CRM strategy. It indicates that the easier websites or apps to be operated, the better management relationship is conducted by Trendyol. The finding of this research also found that personalization level is the third dimension that has biggest correlation toward e-CRM strategy. Personalization level contributes 0.737 or 73,7% towards e-CRM strategy indicating that respondents in Ankara really concern about managing their own account on Trendyol. The results of this analysis are shown below :

Table 4. Hypothesis Test Results

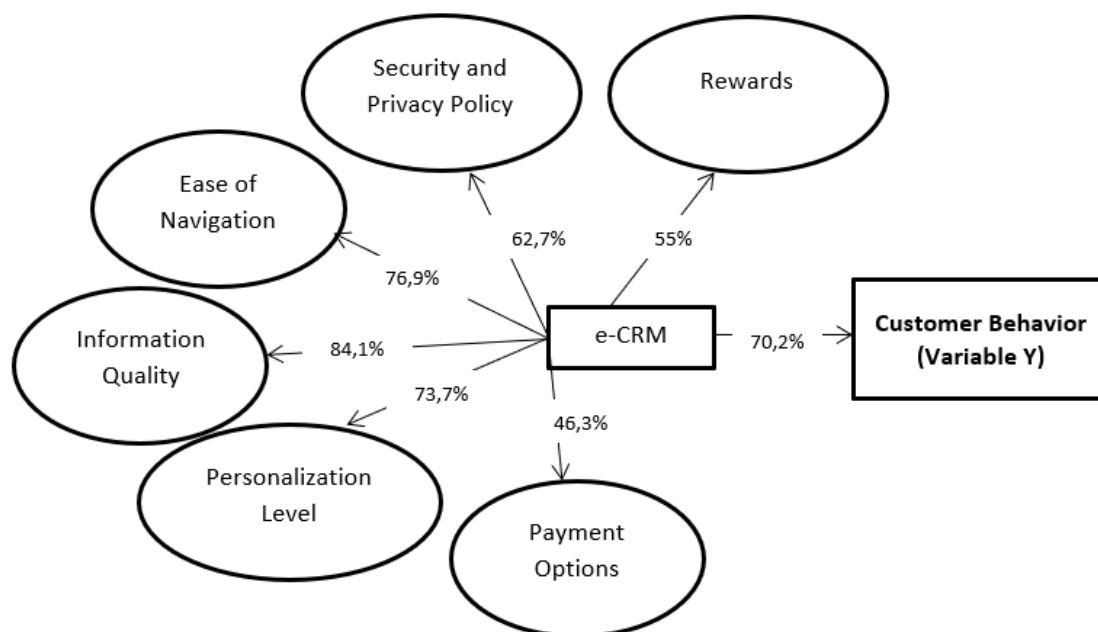
Variables		Correlation	Test Statistic:	Std Error:	p-value:	Results
e-CRM strategy (X)	->Consumer Purchasing Behavior (Y)	0.702	19.308	0.005	0.001	p-value <0.005 (has correlation)

The interpretation of regression analysis :

1. The correlation coefficient (r) is 0,702 or 70,2% which indicates a strong positive relationship between the independent variable (e-CRM strategy) and the dependent variable (consumer purchasing behavior). the result explain that e-CRM strategy influence 70,2% of consumer purchasing behavior in using Trendyol.

2. p-value is 0.001 or <0.005 which indicates the hypothesis 2 is proven that there is positiv correlation between e-CRM strategy towards purchasing behavior. Therefore, the conclusion is the regression model demonstrates the e-CRM strategy of Trendyol significantly and positively influence consumer purchasing behavior in Ankara, Turkiye. The result of this analysis can be seen in the figure below.

Figure 3: Research Framework's Results



5. CONCLUSION AND IMPLICATIONS

Nowadays, internet has changed human's lives in every sectors. In the past, people used technology mostly for communication and information. However, in this era people can use technology and internet for everything including to buy and order goods and services. Technology has shifted consumer behavior from doing direct shopping to the stores into online shopping. People enjoy online shopping because the convenience and easiness offered by this habit. It pushes the existence of e-commerce as online business to facilitate online shopping habit for customers.

In Türkiye there are so many e-commerce platform. One of the biggest e-commerce is Trendyol. The success of Trendyol to get million visitors in 2024 can be explained by analyzing their management to build relationship with customers. In marketing and business strategy, this can be explained in the Customer Relationship Management strategy (CRM). In the context of e-commerce, CRM has changed into e-CRM which means that business can not make direct interaction to satisfy customers experience, instead e-commerce uses features in their platforms (website or apps) to bring great experience for the customers making online purchases.

This study explains 6 features or dimensions of e-CRM that can contribute to the success of e-CRM Strategy on Trendyol. Those 6 dimensions are ease of navigation, information quality, payment options, personalization level, rewards, and security policy. Based on the findings of this study that included 385 data from respondents in Ankara, Türkiye, this study found interesting results. First, all dimensions has been proven to contribute significantly to the e-CRM strategy. It means that Trendyol's customers in Ankara feels these 6 features and concern about it while using Trendyol. Second, this study found different correlation level of each dimensions towards e-CRM strategy on Trendyol.

The finding of this study shows that the customers of Trendyol are really concerned with the quality information on Trendyol platform. Because the customers use the information before making the purchases. For example, the customers will search about product's price, photo, the store's information (address, store's name), the product's quality, etc. The better quality of information, the better experience felt by the customers of Trendyol.

Second, this study found that ease of navigation is also the most important feature of e-CRM strategy on Trendyol. This dimension reflects the layout of the e-commerce and it is important because this layout reflects the easiness of customers to operate the website and do transaction. If the e-commerce platform can offer the easiness to users in operating their website since the first use, it will improve good relationship with customers. Third, this study found that personalization level is in the third rank of e-CRM dimensions of Trendyol. It indicates the users really concern about their account on Trendyol and want to set it up properly. For example, the users use their account on Trendyol to manage the history of transaction, to see their favorite products, and so on.

Therefore, the recommendation of this research is Trendyol needs to focus on these 6 dimensions to improve Trendyol's e-CRM strategy in the future and maintain good relationship. The findings also recommend that Trendyol in Ankara province

need to focus on maintaining good quality information either from their e-commerce information or from all product's information offered by the affiliate seller on Trendyol. Second, Trendyol also needs to set up the platform to be easily used by all customers since the first use. This study will be beneficial not only for Trendyol but also for all e-commerce in Turkiye to maintain good relationship without need to do direct contact with customers.

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