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E-CUSTOMER RELATIONSHIP MANAGEMENT AND E-MARKETING PERFORMANCE OF DEPOSIT MONEY BANKS IN PORT HARCOURT

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ABSTRACT

This study examined the relationship between e-customer relationship management and e-marketing performance of deposit money banks in Port Harcourt. Ease-of-navigation was used as a dimension of e-customer relationship management while traffic and conversion rate were used as measures of e-marketing performance of deposit money banks. The population of the study consisted of 16 deposit money banks that have their branches in Port Harcourt. The study sampled 160 respondents from 16 deposit money banks in Port Harcourt and validly used 133 respondents representing 83.13% response rate for data analysis. Both descriptive and inferential statistical tools were used for the study. Pearson Product Moment Correlation Coefficient (r) was used to test the hypotheses formulated with the aid of Statistical Package for Social Sciences (SPSS) version 22.0. The result of the study shows that there is a significant association between e-customer relationship management and the two measures of e-marketing performance namely: traffic and conversion rate. The study concludes that ease-of-navigation have significant relationship with traffic and conversion rate of deposit money banks. The study therefore recommends that banks should make haste to ensure that all impediments to access ease-of-navigation are promptly removed to enhance memorable site experience to enhance conversion rate. Again, Progressive and result oriented banks should incorporate efficient ease-of-navigation strategies in order achieve higher traffic.

Keywords: E-customer relationship management, traffic, conversion rate

INTRODUCTION

Preliminary investigations have shown that the widespread need for organizations to retain profitable customers is driving some of the current investment in business information systems,. Information systems help companies collect data and manage customer relationships (Johnson, Clark, & Barczak, 2012; Oztaysi, Sezgin, & Ozok, 2011). In Europe, 46% of chief information officers (CIO) had immediate plans to invest in e-customer relationship management (E-CRM) systems (Verhoef & Lemon, 2013). The business demand for e-customer relationship management systems has fueled significant growth in an already strong banking industry (Hassan & Parvez, 2013). However, many financial institutions' leaders are questioning the need to invest in e-customer relationship management due to the high failure rate of e-CRM installations (Chandra & Strickland, 2004). Gartner Group found that up to 70% of e-customer relationship management installations showed no business benefits or generated a loss (Victor & Eugen, 2011).

Despite the importance of e-customer relationship management in the modern business world, the need for e-customer relationship management investigations in the banking industry is still ignored by researchers. In the current literature on e-customer relationship management usage, scholars have provided a multitude of definitions for e-CRM systems. Most definitions focus on the technology portion of e-CRM, specifically the information system that house the data (Vella & Caruana, 2012). A full description of e-customer relationship management should include the people, process and internet that are part of any detailed implementation (Ernst, Hoyer, Krafft, & Krieger, 2011).

The literature review indicates that, only few studies have been conducted in Nigeria to develop a framework of e-customer relationship management, especially in the banking industry that provides guidelines on the conditions required for implementing the marketing concept or to determine the level of e-customer relationship management. The lack of quality, detailed research in this area not only hinders the policy makers in developing effective strategies but it also hinders the banks in Nigeria. This study, therefore, aid our understanding of e-customer relationship management and e-marketing performance of banks in Port-Harcourt.

The Concept of E-customer relationship management

An organization's survival depends largely on harmonious relationships with its stakeholders in the market. Customers provide the 'life-blood' to the organization in terms of competitive advantage, revenue and profits. Managing relationships with customers is imperative for all types and size of service organizations. A sound base of satisfied customers allows the organization to move on the path of growth, enhance profitability, fight out competition and carve a niche in the market place. Chikweche and Fletcher (2013) posit that e-CRM seeks to establish long term, committed, trusting and cooperative relationship with customers, characterized by openness, genuine concern for the delivery of high quality services, responsiveness to customer suggestions, fair dealings and willingness to sacrifice short term advantage for long term gains. Mohammed and Rashid (2012) advocated that service business can retain customers and achieve profitability by building reciprocal relationships founded on safeguarding and affirming customer security, fairness and self-esteem. It requires that companies view customers as people first and consumers second. Trust, commitment, ethical practices, fulfillment of promises, mutual exchange, emotional bonding, personalization and customer orientation have been reported to be the key elements in the relationship building process (Mohammed & Rashid 2012;Greenberg, 2010).

E-customer relationship management refers to all business activities directed towards initiating, establishing, maintaining, and developing successful long-term relational exchanges (Hassan & Parvez, 2013). One of the results of e-CRM is the promotion of customer loyalty which is considered to be a relational phenomenon, (Chikweche & Fletcher, 2013). The benefits of customer loyalty to a provider of either services or products are numerous, and thus organizations are eager to secure as significant a loyal customer base as possible (Gefen, 2002; Scullin, 2002; Anderson & Srinivasan, 2003). Recent developments in Internet technology have given the Internet a new role to facilitate the link between CRM and customer loyalty (Body and Limayem, 2004). It is common knowledge that a dissatisfied and unhappy customer will share his unfortunate experience more than a satisfied customer. It is also observed that a fraction of unhappy customers chooses to complain while others simply switch their loyalty to others service providers. Loss of customer is loss of business along with the opportunity for business growth and profitability. Feedback collection from the customer is essential for the supplier to ascertain customer satisfaction and scope for improvisation (Sugandhi, 2002).

E-CRM is the latest technique companies are using to increase and enhance their marketing skills and capabilities (Chikweche & Fletcher, 2013). It is a mixture of software, hardware, application and management commitment (Wixom & Todd 2005), which is concerned with attracting and keeping economically valuable customers and eliminating less profitable ones (Zakaria & Mohammadhossein 2012), building loyalty and profitability, increased customer satisfaction, simplified processes and lower costs, better insight and decision making of the organization (Gounaris & Dimitriadis, 2010). With the growing global penetration of the Internet, e-CRM has become increasingly popular as a Communication tool and used as a relationship-building platform (Schniederjans, Cao & Gu, 2012). It enables companies to implement interactive, personalized and relevant communication with customers through electronic and traditional channels (Milovic, 2012). In this highly competitive environment, e-CRM is critical for the success of businesses in Nigeria. By utilizing big data, companies can understand customers' needs, wants and satisfy customers by developing customer-centric marketing programs that help in creating value for customers, providing personalized products and services (Sheth & Parvatiyar, 1995). Internet and email as a part of electronic and interactive media are playing significant role in operationalizing CRM and support effective customized information between the organization and customers (Sigala, 2011, Nadube, 2017). Whereas, Mohammed and Rashid (2012) argued that the main driver behind e-CRM adoption is commonly shared belief that improves customer loyalty and retention through the enhancement of customer satisfaction. E-CRM has become a requirement for survival, not just a competitive advantage but allows customers to access company from more and more places, since the internet access points are increasing day by day (Feinberg & Kadam, 2002b). Using technology to optimize interactions with customers companies can create a 360-degree view of customers to learn from past interactions to optimize future ones (Hassan & Parvez, 2013)

There is no precise or an inclusive definition of e-customer relationship management because of the dynamic nature of the concept as different definitions of e-customer relationship management has been developed by different scholars. Nevertheless, Buttle (2004) considers e-customer relationship management as a new observable fact of traditional marketing which allows marketers to speed up their communication with their customers. E-customer relationship management is also seen by Ab Hamid & Cheng, (2011) as an interaction between the marketers and their consumers through a two-sided digital platform. E-customer relationship management also pertains to the use of technology-based marketing tools in order to promote fast and efficient communication and delivery to the product users. It is well known that e-customer relationship management has technology as its bottom-line to enable easy communication with the customers, as well as facilitates 'the interaction' phase of marketing (Nadube, 2010). For Ekakitie-Emonena and Olafare, (2015), e-customer relationship management is the use of internet marketing channels like Web based-CRMs, Mobile-CRM, mobile phones, etc, to reach the customer satisfactorily.

As posited by Khaligh, (2012), e-customer relationship management are utilized by B2B companies in different ways such as monitoring and listening platform of what the customers are commenting about the company's products and services, provision of support to customers through answering questions and providing information. Azad and Darabi (2013) state that e-customer relationship management is used to execute specifically targeted campaigns and engage customers on e-customer relationship management platforms, with the aim of achieving overall business and marketing objectives. E-customer relationship management is also used as part of the optional digital marketing framework for banks increasing their efforts on e-marketing investment, and in obtaining special information from their peers directly (Awasthi & Sangle, 2012).

Scholars have produced a large number of definitions for e-CRM. The many forms of e-CRM systems used in the last 20 years may help explain how the various definitions of e-CRM developed (Chikweche & Fletcher, 2013). Although, there is no single definition of e-CRM, a review of the literature indicates that a comprehensive definition must go beyond the description of a technology-based solution. E-CRM is a broad business concept with roots in relationship marketing and links to information technology that includes the combination of people and processes in order to maximize the benefits realized from improved customer relationships (Oztaysi, Tolga & Cengiz, 2011). In this regard, executives view e-CRM as a strategy that allows the use of internal resources to manage customer relationships in order to enable improved financial performance and create a competitive advantage for the organization (Mohammed & Rashid, 2012). The significant failure rate of e-CRM installations may be influencing the desire to quantify the financial benefits of e-CRM investment.

The more recent definitions of e-customer relationship management stress the strategic nature of the process rather than the technology. Nadube (2010); Fjermestad and Romano (2003), described e-customer relationship management as a technology-related strategic initiative that focuses the company's activities around the customer with the goal of delivering customized service at every interaction. A common theme emerging in all of the definitions is a view of e-CRM as a comprehensive group of strategies for managing customer relationships rather than a stand-alone initiative not linked to the overall business strategy (Chikweche & Fletcher, 2013). Many scholars see the best description of e-CRM as a technology-enabled business strategy that allows companies to build profitable customer relationships by optimizing customer interactions, streamlining internal communication, and improving business processes (Fan & Ku, 2010). Companies implement e-customer relationship management strategies with the intention to reduce costs, increase market share, and improve revenue.

E-CRM is a business strategy to identify, cultivate, and maintain long-term profitable customer relationships. It requires developing a method to select your most profitable customer relationships (or those with the most potential) and working to provide those customers with service quality that exceeds their expectations (Greenberg, 2010).

Dimensions of E-customer relationship management

There are so many dimensions of e-customer relationship management which include web based-CRM, Ease-of-navigation, Mobile-CRM amongst others. this study concentrates on Ease-of-navigation as a dimension of e-customer relationship management.

Ease-of-navigation: Internet usage has increased tremendously and rapidly in the past decade. Websites have become the most important public communication portal for most, if not all, businesses and organizations. Because e-customer relationship interactions mainly occur online, website design is critical in engaging users. Poorly designed websites may frustrate users and result in a high "bounce rate", or people visiting the entrance page without exploring other pages within the site (Nadube, 2010). On the other hand, a well-designed website with ease of navigation and high usability has been found to positively influence visitor retention (revisit rates) and purchasing behaviour.

Web navigation refers to the process of navigating a network of information resources in the World Wide Web, which is organized as hypertext or hypermedia (Djonov, 2017). The user interface that is used to do so is called a web browser. A central theme in web design is the development of a web navigation interface that maximizes usability. Chen and Ching (2014) posit that a website overall navigational scheme includes several navigational pieces such as global, local, supplemental, and contextual navigation; all of these are vital aspects of the broad topic of web navigation. For Gulliver et. al., (2013), hierarchical navigation systems are vital as well since it is the primary navigation system. It allows for the user to navigate within the site using levels alone, which is often seen as restricting and requires additional navigation systems to better structure the website.

The global navigation of a website, as another segment of web navigation, serves as the outline and template in order to achieve an easy maneuver for the users accessing the site, while local navigation is often used to help the users within a specific section of the site (Nordstrand & Johansson, 2017). All these navigational pieces fall under the categories of various types of web navigation, allowing for further development and for more efficient experiences upon visiting a webpage (Azad & Darabi, 2013).

Web navigation came about with the introduction of the World Wide Web in 1989, when Timothy Berners-Lee invented it. Once the world wide web was available, web navigation increasingly became a major aspect and role in jobs and everyday lives. With one-third of the world's population now using the internet, web navigation maintains a global use in today's ever evolving international society (Djonov, 2017). Web navigation is not restricted to just computers, either, as mobile phones and tablets have added avenues for access to the ever-growing information on the web today. The most recent wave of technology which has affected web navigation is the introduction and growth of the smart phone. As of January 2014, 58% of American adults owned a smart phone, and that number is on the rise from previous years. Web navigation has evolved from a restricted action, to something that many people across the world now do on a daily basis (Camponovo et. al., 2014).

The use of website navigation tools allows for a website's visitors to experience ease access of the site with the most efficiency and the least incompetence. A website navigation system is analogous to a road map which enables webpage visitors to explore and discover different areas and information contained within the website (Djonov, 2017)

The structure of the website navigation is built from general to specific. This provides a clear and and simple path to all the web pages from anywhere on the website. Global website navigation shows the top level sections/pages of the website. It is available on each page and lists the main content sections/pages of the website. Local navigation is the links within the text of a given web page, linking to other pages within the website (Nordstrand & Johansson, 2017).

Web navigations vary in styles between different website as well as within a certain site. The availability of different navigational styles allows for the information in the website to be delivered easily and directly. This also differentiates between categories and the sites themselves to indicate what the vital information is and to enable the users have access to more information and facts discussed within the website. Across the globe, different cultures prefer certain styles for web navigations, allowing for a more enjoyable and functional experience as navigational styles expand and differentiate (Lu, 2003).

Adaptive web navigation describes the process of real-time changes in a website's navigation links and layout according to individual user preferences as they browse the site. Innovative websites are increasingly attempting to automatically personalize web sites based on a user's browsing pattern in order to find relevant information more quickly and efficiently. The usage of data analysis allows website creators to track behavior patterns of a user as they navigate a site. Adding shortcut links between two pages, rearranging list items on a page, and omitting irrelevant navigation links are all examples of adaptive changes that can be implemented in real-time.

Nordstrand and Johansson (2017) maintain that with MainView, one gains control not only of what the screen displays and how it arranges data, but also where it can take. According to Nordstrand and Johansson (2017) MainView offers unparalleled ease of navigation through hyperlinks. Additionally, Azad and Darabi (2013), opine that by splitting the display into multiple windows, one can view up to 20 different data views simultaneously, providing swift access to data across the system. One does not need to log on and off constantly, or to consume resources by using session managers. Chen and Ching, (2014) submits that navigation is necessary in ensuring that website is accessible and usable. Good navigation will allow visitors to search sites for longer, giving them confidence in where they are and what they can receive from the website. Feinberg and Kadam (2002a), argues that when one engages with a website he uses its navigation to help find what is being looked for. Obvious and intuitive navigation is one of the key building blocks of a great website. Camponovo et. al., (2014) submit that another issue that tends to reduce the quality of navigation, is having items on menus that are not links, especially when they appear to be. When visitors click on menu items that do not link, it increases the level of confusion and consequently, the level of frustration. Camponovo et al., (2014) therefore recommend the use of visual design to show which items are links and which are not, for instance, if one has headers as part of a mega menu, then it is advisable to use a different font style, color or whitespace to indicate they are headers and not links.

Regardless of where visitors are headed on a site, one wants to provide a great experience (Nordstrand and Johansson (2017).

In defining and operationalizing each of these elements, Djonov (2017) argues that effective navigation is the presence of salient and consistent menu/navigation bars, aids for navigation (e.g., visible links), search features, and easy access to pages (multiple pathways and limited clicks/backtracking). Engaging graphical presentation entails (1) inclusion of images, (2) proper size and resolution of images, (3) multimedia content, (4) proper color, font, and size of text, (5) use of logos and icons, (6) attractive visual layout, (7) color schemes, and (8) effective use of white space. Optimal organization includes (1) cognitive architecture, (2) logical, understandable, and hierarchical structure, (3) information arrangement and categorization, (4) meaningful labels/headings/titles, and (5) use of keywords. Content utility is determined by (1) sufficient amount of information to attract repeat visitors, (2) arousal/motivation (keeps visitors interested and motivates users to continue exploring the site), (3) content quality, (4) information relevant to the purpose of the site, and (5) perceived utility based on user needs/requirements. The purpose of a website is clear when it (1) establishes a unique and visible brand/identity, (2) addresses visitors' intended purpose and expectations for visiting the site, and (3) provides information about the organization and/or services. Simplicity is achieved by using (1) simple subject headings, (2) transparency of information (reduce search time), (3) website design optimized for computer screens, (4) uncluttered layout, (5) consistency in design throughout website, (6) ease of using (including first-time users), (7) minimize redundant features, and (8) easily understandable functions. Readability is optimized by content that is (1) easy to read, (2) well-written, (3) grammatically correct, (4) understandable, (5) presented in readable blocks, and (6) reading level appropriate.

E-marketing performance

The rightful and prompt use of online key performance indicators to improve customers' delivery outcomes with the ground understanding that each step of a customer's purchasing journey is harnessed and attended to sharply in order to optimize customer's satisfaction and maximize marketing performance of banks. The variables used in this study to measure e-marketing performance of banks include conversion rate, and web traffic (Kim, Park, Dubinsky and Chaiy (2012). Buttle (2004) has practically stated the variation between efficiency and effectiveness. He refers to "doing things right" as efficiency and "doing the right thing" as effectiveness. In his definition of this term, a measure of efficiency appraises the organization's ability to achieve the output(s) considering the minimum input level. Likewise, Gefen (2002) pointed out that efficiency principally links to costs in minimum level and refers to allocating resources across optional uses. Also, Greenberg (2010) defines efficiency in the literature of marketing management as the best possible utilization of resources (labor, machine, capacity, and energy). He further stresses that using the resources at best, brings the saving in money and time, and consequently leads to improve company's performance. Performing act often pertains to efficiency which Gronroos (1994) calls competence in key performance indicators.

The concept of measuring efficiency was first discussed by Farrell (1957). Farrell was first to measured efficiency empirically. According to Farrell, (1957), the concept of efficiency measurement can be divided into two components, technical efficiency (TE) and allocative efficiency (AE). According to him, technical efficiency is the firm's ability to obtain maximal output from a given set of inputs while allocative efficiency means the firm's ability to use inputs in optimal proportions, given their respective prices and production technology. Due to the difficulty in quantifying productivity in the financial organizations, most studies measure efficiency instead of productivity (Gummesson, 2002). Likewise, the definition of productivity in marketing which is a combination of effectiveness and efficiency (Gummesson, 2002).

On the other hand, the ideal position that each bank would desire to locate itself is the efficiency level platform for which e-customer relationship management has come to play significant roles in the present dispensation (Hassan & Parvez 2013). The emergence of new competitors doubled by the social and digital technologies of today, have given rise to many alternative ways of conducting banking, allowing customers to have access to all major operations and decisions related to deposits, withdrawals, investments and spending, at a simple touch of customers' fingers on their mobile phone, laptop, POSs, APSs or ATMs. E-customer relationship management and digital technologies allow customers to be providers and channel independent customers, eliminating much the role of the middle person (Hassan & Parvez, 2013).

In this study e-marketing performance of banks is viewed as the competent and timely use of online technologies to attract customers' visits on the digital platforms of the organization so that patronages could be made leading to customer's satisfaction and maximization of the marketing performance of the organization.

Measures of E-marketing performance

E-marketing performance evaluation not only depends on the basis of sales but also some other criteria. Bondra and Davies (1996) illustrated that the measures of IT performance (i.e, the internet and other e-marketing means) should be closely linked to the objectives that would be achieved through the applications by the sales and marketing management. Marketers in companies are under a constant pressure to present the e-marketing performance measurement that could be used in the digital world to corporate leaders (Khalifa and Shen 2009; Feinberg & Kadam, 2002b). This is not a new issue and the need for a tool for measuring e-marketing performance of banks is continuously growing, more especially in the e-customer relationship management (Feinberg & Kadam, 2002b; Hassan & Parvez 2013). Creating an understanding of how the marketing assets can be connected to the company's value and outcome, could help manage the marketing programme (Khalifa & Shen, 2009). Sivaraks, Krairit, and Tang, (2011) have identified three major challenges, all connected to each other. They identified the lack of understanding of how to handle digital metrics and digital data among marketers as well as the analysis problem. Another factor contributing to the complexity concerning the metrics is the increasing number of new metrics (Ekakitie-Emonena &Olafare, 2015). Saarijarvi, Karjaluoto, and Kuusela (2013), suggest the need for marketers to develop and understand the importance of metrics for measurements in marketing. Gounaris & Dimitriadis (2010), suggest that in order to evaluate the efficiency of a e-marketing performance companies need to consider the following metrics: Unique visitors, cost per unique visitor, page views, visits, return visits, interaction rate, time spent, video installs, relevant action taken, conversion and number of times customers are engaged on the internet. Several authors (Gounaris & Dimitriadis 2010; Wang 2013; Agnihotri, Dingus, Hu & Krush 2016; Sigala 2011), agree that goals are essential conditions to even have the opportunity to measure the performance through the use of browse traffic intensity, web traffic, conversion rate, click rate and number of visits on the company's website, otherwise there will be nothing to measure towards achieving the marketing objectives of e-marketing firms. This study consider traffic and conversion rate as measures of e-marketing performance.

Traffic: This is usually measured in visits and is also called online traffic. Reddick (2011), sees web traffic as a direct subset of the marketing performance discourse. This view is also acknowledged by Azila and Noor (2011) as they posit that performance tracking is now a standard requirement in all e-customer relationship management. Khaligh, (2012) notes that traffic has today, developed into a significant topic for marketers globally. When e-commerce took off in the 1990s, the metric of web traffic was first viewed as the most important means of determining a website's popularity, as other metrics did not yet exist to gauge online success. As digital marketers got savvier, analyzing a website's performance became much more comprehensive (Stelzner, 2016).

According to Stelzner, (2016) marketing measurement hierarchy is divided into three stages. Stage 3 actions center on tracking performance through suitable marketing metrics and indices. Stage 2 aims at increasing marketing value and reducing expenses through measurement and optimization. Stage 1 draws and focuses on the analysis and optimization of multi-channel marketing performance in order to maximize corporate profits. Simply, the web traffic process is implemented at the campaign (Tier 3), the customer (Tier 2) and corporate (Tier 1) levels to maximize company profits. Thus, while marketing measurements and investments should take into cognizance the tactics, the traffic concentration is more premeditated by considering the effectiveness of marketing actions throughout the number of visitors who have been on the website (Khan &Khawaja, 2013).

It is imperative as indicated by Bergeron, (2004) to note that 61% of US marketers have disclosed increase traffic as the main motive why their companies have put into operation a e-customer relationship management strategy. Leads are defined as potential customers or sales prospects (Anderson &Mittal, 2000). With the millions of users connecting every day on the different web traffic, every business is bound to have some prospective customers somewhere

on these sites. Liu and Arnett (2000), asked a vital question concerning how businesses supposed to find potential customers or web traffic in e-customer relationship management.
Specific objectives for traffic building need to be developed before embarking on a traffic building campaign. Traffic building objectives are essentially tactics to achieve wider e-marketing objectives. Typical traffic targets include the quantity, quality and cost of traffic. Although a successful site is often referred to in terms of quantity, such as the number of visitors, it is the traffic quality that really indicates the success of each referrer**,** that is the site or channel which is delivering visitors via your traffic building campaign.
Generating traffic is not limited to driving visitors to your own web site. Traffic-building can also be effective on the third-party sites that your audience uses. For example, a manufacturer of nappies may decide to create or sponsor a micro site on a third party site such as www.babyworld.com or www.babycentre.co.uk. This also shows that the marketer can track online campaigns to assess their return on investment.
Traffic quality can be assessed by asking two questions about site visitors. First, are they within the target audience for the web site? Second, do they respond in line with the communications objectives, i.e. do they engage with your content, do they receive the key messages about your brand and convert to the site outcomes you require? This is necessary because bounce rate is an excellent way to compare the quality of different referrers to different landing pages.
Cost can be considered in terms of the cost of getting the visitor to the site, and the cost of achieving the outcomes during their visit. Experienced online marketers control their traffic building through managing the cost per acquisition (CPA) (sometimes called Cost per Action). Depending on context and market, CPA may refer to different outcomes.
Typical cost targets include:
● cost per acquisition – of a visitor (Cost per Click, CPC**)**
● cost per acquisition – of a lead
● cost per acquisition – of a sale (allowable customer acquisition cost).
CPA is typically equivalent to cost per sale (CPS) but may also apply to cost per visitor, lead or enquiry or other type of outcome since direct product sales are not practical or appropriate for all web sites. For a car manufacturer, for example, CPA might refer to the cost of generating a brochure or test drive request. The value of sales should also be considered. Online retailers calculate sales value in terms of the value from the first sale (average order value, AOV) and campaign return on investment (ROI). Companies should also model customer lifetime value (LTV). Leading e-marketers select online referrers (i.e. choice of portal) not only by minimizing CPA, but also through maximizing new visitors with the highest potential LTV.
Costs and value should be compared for different sources of traffic such as referrals of visitors from online adverts on different sites or different search keyphrases. To be able to measure cost per action effectively, we need to be able to track a visitor from different referrer sources from when they first arrive on the web site through to when the action (sale or enquiry) is taken. This is sometimes referred to as 'tagging visitors.
Conversion Rate: is the practice of improving the effectiveness of a marketing message. It is most commonly combined with direct response marketing. The goal of direct response marketing is to elicit an immediate action from the reader. Perhaps the goal is to sell a product. Or compel the reader to complete a registration form. In fact the following things are all examples of where direct response tactics are used: (1) Direct Sales: The goal is to compel the reader to make a purchase. (2) Lead Generation: Various techniques can be employed to attempt to convince the reader to give up personal information or accept sales literature. (3) Event Registration: Here we would like to convince the reader to commit to attending an event.

In each case, the goal is to convince the consumer to take immediate action. Doing this requires a solid sales pitch and a great close. Online, this sales pitch is presented to the reader in the form of a web site or landing page. Using a landing page to increase response, the web is arguably the ideal medium for direct response marketing. The reasons are simple- it is very easy to try new ideas. Costs are low compared to traditional marketing. And most importantly, it is far easier to track results. Conversion rate is the percentage of people who your advertisement sells, compared to the total number of people exposed to it. You may have heard of the "sales conversion rate." Well the conversion rate is the same thing, only not necessarily with sales. Conversion rate marketing describes tactics that should help improve your conversion rate. Buttle (2004) contends that conversion rates enable managers to recognize how successful the website is. Low conversion rate shows that something should be improved upon and quickly. Body and Limayem, (2004) state that conversion rate represents an important indicator of any website performance – whether a news site, an online shop or a e-customer relationship management. According to Agnihotri et. al., (2016), the percentage of users who visit a website and do what you want them to do during a certain period of time is conversion rate. Nguyen and Mutum (2012) argue that the need for conversion rate may be because of the following: to purchase something, create an account, complete the form and download an app subscribe for, among others.

There are a couple prerequisites to improving conversion rate. The most obvious is to know what it is and be able to measure it. Buttle (2004) posits that "If it cannot measured, it cannot managed ". 'You cannot improve what you cannot measure'. Conversion rate is a ratio of prospects to completed transactions (conversions). How a completed transaction defined will be specific to your offer. Many companies use the internet to generate leads. In this case, the transaction of interest is a completed lead form.

An organization that is running an ezine newsletter, a conversion would probably be defined as someone who signed up for your newsletter. Most businesses will actually be interested in measuring, calculating, and improving several different conversion rates. To measure conversion rate, a tracking application is needed. There are many different ones available on the market, and a standard log analysis package can also use. In addition, the Vertster tool includes a powerful conversion rate tracking system. Once you have set up your tracking system, and assembled the data, you will need to calculate your rate. This is a simple formula:

Total Conversions/Total Views X 100 = Conversion Rate

Here are some examples, of how one could compute conversion rates for different scenarios and transaction types:

1. Lead Generation Conversion Rate: Number of Lead forms filled out/Traffic on Landing Page X 100 = Conversion Rate
2. Website Lead Conversion Rate: Number of lead forms filled out/Total Traffic on Home Page X 100 = Conversion Rate
3. Website Sales Conversion Rate: Number of Sales/Number of Visitors X 100 = Conversion Rate

METHODS

The research design applied in this study was the survey design. The population of the study was restricted to 16 deposit money banks that have their branches in Port Harcourt. This study adopted the questionnaire and ten respondents were drawn from each of these banks to whom copies of questionnaire were administered. Accordingly, documentary sources constitute secondary data for this study. Respondents include 'Branch/Assistant Manager, Financial

Controller, E-Business Manager, Customer Relationship Manager, Business Development Manager and any other staff of the organisations that were relevant to the study and indicated willingness to participate. Variables were measured on a 5-point Likert scale developed for the purpose of this research. The scale range shall be 1= strongly disagreed to 5= strongly agreed. The analysis of data was done at three distinct levels namely: primary, secondary and tertiary levels of analysis. Primary level of data analysis deals with descriptive statistics to ascertain normality in distribution. The secondary level of data analysis involved test for validity and reliability. The tertiary stage involved hypotheses testing. For a more reliable analysis of data, the Statistical Package for Social Sciences (SPSS) version 22.0 was used. The statistics used were frequency tables, percentages, and the Pearson Product Moment Correlation (PPMC).

RESULT

The analytical outcomes are herein presented beginning from questionnaire administration and collection details in table 1:

Table 1: Questionnaire Response Rate

Total copies of Questionnaire Distributed	160	100
Total number Retrieved	135	84.34
Uncompleted copies of Questionnaire	2	1.25
Total number of copies of Questionnaire used	133	83.13

Source: Research Data

As shown in table 1, a total of 160 copies of the research questionnaire were administered out of which 135 copies were returned representing 84.34% of total copies of questionnaire distributed. two (2) copies or 1.25% of the distributed questionnaire were uncompleted. Thus the actual response rate was 83.13% which pertains to the 133 copies of research questionnaire fit for use. Again, the process of analysis also involved checking for cleaning (editing) and coding the data received from the fieldwork.

Findings with Descriptive Statistics Ease-of-navigation

Table 2 shows the descriptive results on the nature of the relationship between ease-of-navigation as a dimension of e-customer relationship management and e-marketing performance of deposit money banks in Port Harcourt. The outcomes from the five question items on the 5-point-scale show a distribution indicating that ease-of-navigation is a veritable platform for e-customer relationship management and it leads to the e-marketing performance of deposit money banks in Port Harcourt.

Table 2: Descriptive Results on Ease-of-Navigation

	QUESTION ITEMS	MEAN	S. D
1	To what extent does ease-of-navigation offer veritable opportunities to optimize e-customer relationship management in your bank?	3.7895	1.13520
2	To what extent does ease-of-navigation directly influence purchase decision in your bank?	3.4962	1.14564

3	To what extent does passing marketing information in the ease-of-navigation lead to the achievement of the expected marketing results in your bank?	3.3008	1.36507
4	To what extent does your bank give rooms for staff to suggest new ways or approach for meeting customers' satisfaction?	3.6015	1.16085
5	To what extent does your bank usually optimize customer attraction through the use of ease-of-navigation?	3.4211	1.23221

Source: Survey Data, 2019, and SPSS Window Output, Version 22.0

Table 2 shows that the first question item on the table has a mean score of 3.7895 showing that the respondents generally agreed that to a large extent ease-of-navigation offers veritable opportunity to optimize e-customer relationship management in banks. The second question item with a mean score of 3.4962 indicates that to a moderate extent ease-of-navigation directly enhances purchase decision in banks. The third question item, respondents agreed that passing marketing information leads to the achievement of the expected marketing results in banks with the mean score of 3.3008. The fourth question item with the mean score of 3.6015 implies that banks give rooms for staff to suggest new ways or approaches for meeting customers' satisfaction. The fifth question item with a mean score of 3.4211 indicating moderate agreement shows that banks usually optimize customer attraction through the use of ease-of-navigation.

Traffic: Table 3 shows the descriptive results on traffic which is measured with five question items on the 5-point scale. The response distribution as shown by the results is indicative that traffic enhances e-marketing performance of deposit money banks in Port Harcourt.

Table 3: Descriptive Results on Traffic

	QUESTION ITEMS	MEAN	S. D
1	To what extent is your staff involved in open and robust discussions with customers and potential customers in order to achieve strategic web traffic intensity for the bank?	3.7744	1.01217
2	To what extent is your bank's e-customer relationship management affected by web traffic?	3.9624	1.85213
3	To what extent is web traffic very relevant for your bank's market growth?	3.8195	1.16667
4	To what extent do web users visit your bank website regularly in order to patronize your products/services?	3.9098	.90837
5	To what extent does your bank always recognize successful web traffic visitors and acknowledge them accordingly?	3.6992	1.04436

Source: Survey Data, 2019, and SPSS Window Output, Version 22.0

Question one with a moderate mean score of 3.7744 shows that respondents agreed that open and robust discussions with customers and potential customers in order to achieve strategic web traffic intensity for the banks. The second question item with a moderate mean score of 3.9624 indicating that the consensus opinion of the respondent is that to a large extent bank's e-customer relationship management is affected by web traffic. The third question item, with a moderate mean score of 3.8195 shows that to a large extent web traffic is very relevant for bank's market growth. Question four item, with a mean score came to 3.9098 implying that to a large extent Web users visit banks website regularly in order to patronize their products/services. While question five item has a moderate mean score of 3.6992. This means that the respondents agreed that to a large extent banks always recognize successful web traffic visitors and acknowledge them accordingly.

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Conversion rate: Table 4 shows how conversion rate as a measure of the e-marketing performance of deposit money banks in Port Harcourt was examined and is empirically expressed through the raising and descriptive analysis of 5 question items.

Table 4: Descriptive Results on Conversion rate

	QUESTION ITEMS	MEAN	S. D
1	To what extent does e-customer relationship management boost conversion rate of your bank?	3.7519	1.06889
2	To what extent are you involved in important marketing activities that improve conversion rate of your bank?	3.7744	1.04168
3	To what extent does your bank consider the opinion of others before making important decision that affects conversion rate of the bank?	3.8496	.93336
4	To what extent does senior marketing staff discuss issues concerning the increase of conversion rate in your bank?	3.9323	1.05310
5	To what extent is conversion rate often used as a key performance index (KPI) to review the effectiveness and efficiency in your bank?	3.6692	1.24147

Source: Survey Data, 2019, and SPSS Window Output, Version 22.0

Table 4 reveals that the first question item's result indicated that to a large extent e-customer relationship management boosts conversion rate of banks as shown with a mean score of 3.7519. The second question item with a mean score of 3.7744 is an indication that to a large extent staff are involved in important marketing activities that improve conversion rate of banks as the respondents agreed on this. The third question item has a mean score of 3.8496 which implies that to a large extent banks consider the opinion of others before making important decisions that affect conversion rate of the bank. The fourth question with a mean score of 3.9323 indicates that to large extent senior marketing staff discuss issues concerning how to increase conversion rate in banks. The fifth question item with a mean score of 3.6692 indicates that to a large extent conversion rate is often used as a key performance index (KPI) to review the effectiveness and efficiency of banks.

Relationship between Ease-of-Navigation and E-Marketing Performance

The result of The Pearson Product Moment Correlation (PPMC) for the relationship between ease-of-navigation and e-marketing performance is presented in Table 6. The table gives the result of the statistical test of significance (p-value). To achieve this, the following hypotheses were formulated:

Ho_1: There is no significant relationship between ease-of-navigation and traffic.

Ho_2: There is no significant relationship between ease-of-navigation and conversion rate.

Table 5: Test Results of Ease-of-navigation (EoN) and E-Marketing Performance (E-MP)

Statistics	HO_5	HO_6
	EoN (T)	EoN (CR)
Pearson correlation	0.707^{**}	0.669^{**}
Sig(2-tailed)	0.000	0.000
N	133	133

**correlation is positive and significant at the 0.05 level (2-tailed)

Source: Survey Data, 2019, and SPSS Window Output, Version 22.0

Table 6 shows the inferential test results of the relationships between ease-of-navigation and measures of e-marketing performance (traffic and conversion rate). These also have been expressed in the research hypotheses H_{01} and H_{02}. In the case of H_{01}, the rho of 0.707 at p0.000 < 0.05 shows that a strong positive and significant relationship exists between ease-of-navigation and traffic. This means that the null hypothesis Ho_1 is rejected and the alternate hypothesis H_{A1} accepted; indicating that there is significant relationship between ease-of-navigation and traffic of deposit money banks in Port Harcourt.

In the case of Ho_2 which examined the relationship between ease-of-navigation and conversion rate, it shows a strong positive and significant relationship. This has been shown with the rho of 0.669 at p0.000< 0.05. The null hypothesis Ho_2 is rejected and the alternate hypothesis H_{A2} accepted; indicating that there is significant relationship between ease-of-navigation and conversion rate of deposit money banks in Port Harcourt.

The inferential results are indicative of the nature of the relationship, thus: we concluded that

1. Ease-of-navigation as a dimension of e-customer relationship management has a positive and significant relationship with traffic as a measure of e-marketing performance of deposit money banks in Port Harcourt. This means that ease-of-navigation as a dimension of e-customer relationship management has been strong in improving the e-marketing performance level of deposit money banks in Port Harcourt.
2. Ease-of-navigation as a dimension of e-customer relationship management has a positive and significant relationship with conversion rate by means of being a measure of e-marketing performance of deposit money banks in Port Harcourt. This implies that the level of e-marketing performance of deposit money banks in Port Harcourt is a function of ease-of-navigation.

DISCUSSION

Relationship between Ease-of-navigation and E-marketing performance

The result with regard to the relationship between ease-of-navigation and e-marketing performance of deposit money banks in Port Harcourt, revealed that ease-of-navigation provides prospects for investors. A critical evaluation of the finding reveals that a strong positive and significant relationship exists between ease-of-navigation and traffic and ease-of-navigation and conversion rate show a strong positive and significant relationship. This finding supports Van, Uyen and Phuong (2015) position that ease-of-navigation enables the right work to the right person with the right supporting content and it delivers improved efficiency, streamlined productivity, better operational decisions, quicker customer response and business growth at a fixed price, in a fixed time in the banking businesses. This study has revealed strong positive relationships which are significant between ease-of-navigation and e-marketing performance of deposit money banks in Port Harcourt (traffic, conversion rate). Corroborating on this, Stephanie and Moses (2015) contend that ease-of-navigation plays a major part in e-customer relationship management phenomenon that significantly affect business models online. They conclude that Ease-of-navigation is a platform that promotes a product in real-time and brings customers in for the achievement of marketing objectives.

RECOMMENDATIONS

1. Progressive and result oriented banks should incorporate efficient ease-of-navigation strategies in order achieve higher traffic.
2. Banks should make haste to ensure that all impediments to ease-of-navigation remove

to enhance memorable site experience to enhance conversion rate.

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