An Effectiveness of Customer Relationship Management Towards Vivek Agencies At Sankarankovil

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Abstract- *The study has been mainly under taken in order to analyze the level of customer relationship management practices with reference to customers of Vivek agencies. The study mainly focuses on providing and maintaining quality service for customers, by effectively communicating and delivering products, services information and solutions to address customer problems. The main objectives of this study is to determine the existing CRM practices in the organization, identify the awareness level of CRM practices of Vivek Agencies, evaluate the relationship between CRM and customer satisfaction in the Vivek agencies, provide valuable suggestion and recommendations to the Vivek agencies which can build up good customer relationship and satisfaction at Sankarankovil. The Study Concluded that*

I. INTRODUCTION

Customer relationship management is about acquiring, developing and retaining satisfied loyal customer, achieving profitable growth, and creating economic value in the company's brand. CRM is not a new concept but an old practice, which is on the rise because of the benefit it offers, especially in the present market scenario. CRM today is a discipline as well as a set of discrete software and technologies, which focuses on automating and improving the business process associated with managing customer relationship in the areas of sales, marketing, customer service and support. CRM helps companies to understand, establish and nurther long-term relationship with clients, as well as help in retaining current customers. The most important step that an organization has to take in the direction of CRM is to create an inter-disciplinary team to review how the organization interacts with each customer and determine how to improve and extent the relationship.

II. IMPORTANCE OF THE STUDY

A CRM system consists of a historical view and analysis of all the acquired or to be acquired customers. This helps in reduced searching and correlating customers and to foresee customer needs effectively and increase business.CRM contains each and every bit of details of a customer, hence it is very easy for track a customer accordingly and can be used to determine which customer can be profitable and which not. In CRM system, customers are grouped according to different aspects according to the type of business they do or according to physical location and are allocated to different customer managers often called as account managers. This helps in focusing and concentrating on each and every customer separately.

III. REVIEW OF LITERATURE

Amir Dalili&MalikehBeheshtifar(2018) : In this competitive market, customer is the most important property in an organization. It is not surprising that customer relationship management is increasingly used by the organizations to support different type of their customer. Customer is a source of information which is necessary for implementation of marketing strategy. According to changes in market place and active participation of customers in communicating marketing activities, customer relationship management becomes important. Customer relationship management is a phrase that describes how a firm interacts with customers. Most people think of customer relationship management as a system to capture information about customers

Tahmeem Siddiqi, Kabir Ahmed Khan & Sugandha MobinSharna(2015): The attention on a sustainable Customer Relationship Management (CRM) has been getting magnified in recent times. The concept that long-term relationships are more profitable than short-term transactional relationships has evolved and steadied within the organizational philosophies.

Josiah, Ufot Josiah, Nkamare, Stephen Ekpo(2014) :The study examined the effect of customer Relationship management on the performance of SMES on hospitality industry in Cross River State. The problem here is that they fail to understand that customers value, care and concern is far

above product quality.Various customer relationship management have been employed by most hotel management in Calabar because of the dynamic and competitive business environment in the state.

Dr. Hisham Sayed Soliman(2011):CRM is considered one of the most important targets in about 60% of the projects around the world. Great advance in technology helped in better dividing of the market territories, enhancing communications with customers, providing an environment rich with information so as to contribute in improving efficient strategies to deal with customers. Possible to say that CRM systems would only have more future realization and understanding on the part of the beneficiaries if they were easy to use and carry out.

Fahmi NatigorNasution (2018): The purpose of this paper is to investigate the relationship between CRM organization factors (i.e. top management support, customer orientation, training orientation) and organization performance of medium enterprises in Indonesia. The results of this study found that the organization factors of CRM (i.e. top management support, customer orientation, training orientation) have a positive and significant impact on organization performance. CRM is a potential system that has huge and positive impact to the customers and business performance which suggested to be adopted widely by the medium enterprises of telecommunication industry in Indonesia.

Detlef Schoder Nils Madeja (2004): Customer Relationship Management (CRM) is a concept for increasing companies' profitability by enabling them to identify and concentrate on their profitable customers. The term Electronic Commerce Customer Relationship Management (ECCRM) refers to the application of CRM in electronic commerce, i.e. when business relationships are maintained via the Internet or Worldwide Web. previous studies on ECCRM implementations and their impact on businesses have often focused on the process level, technical aspects, or on marketing issues.

Dejan STOJKOVI , Ratko URI I (2012):CRM was born from relationship marketing and is simply the practical application of long standing relationship marketing principles which have existed since the dawn of business itself (Gummesson, 2004). However, a number of authors propose that an emphasis on the 4Ps marketing mix is no longer the dominant marketing logic and that relationship marketing may be a more appropriate "new" paradigm for marketing thought theory and practice (Dwyer et al., 1987). With increasing focus upon relationship marketing, the CRM linkage becomes

clear: CRM provides management with the opportunity to implement relationship marketing on a company wide basis effectively

Youssef Chetioui, Dr. Hassan(2017): In an attempt to review the different perspectives of CRM, this research paper focus on the definition that suggests that CRM implementations typically involve the four dimensions: (1) customer orientation (2) managing knowledge (3) organizing around CRM (CRM organization), and (4) incorporating CRM based technology. Recent studies on CRM focused more on service sectors for the importance of these strategies in such industries. Yet, it has been noticed that there is still a marked shortage of research on CRM in the hospitality industry (Luck and Stephenson, 2009; Wu and Lu, 2012). This research tends to investigate the impact of CRM dimensions on hotels performance.

T.R.Thiruvenkatraj(2013):Customers are the focal point in the development of successful marketing strategy. Customer retention assumes significance in revenue analysis of various organizations. The success of CRM process depends on the active involvement of all managers and employeesin the banking field a unique 'Relationship' exists between the customers and the bank. But because of various reasons and apprehensions like financial burdens, risk of failure, marketing inertia etc., many banks are still following the traditional ways of marketing and only few banks are making attempts to adapt CRM. Providing service to customers has been identified as the prime responsibility of the Banks.

Prof. Dr. Abdul Ghafoor Awan, Muhammad Salman Azhar(2014) Customer Relationship Management is the big issue in business world because the business and growth of every firms depends upon it. It is very important field that needs in-depth analysis. The author has intended to investigate it in this research paper. The objective of this research paper is to analyze the Customer Relationship Management in Flour mills of Bahawalpur and how these mills are managing their customer relations strategically. The study concludes that CRM is being well strategized for the long term as it is formulated, implemented and practiced in a systematic manner.

IV. OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

- To study the effectiveness of customer relationship management practices at Sankarankovil

SECONDARY OBJECTIVES

- To determine the existing CRM practices in the organization.
- To identify the awareness level of CRM practices among customer of Vivek Agencies
- To evaluate the relationship between CRM and customer satisfaction in the Vivek agencies.
- To provide valuable suggestion and recommendations to the Vivek agencies which can build up good customer relationship and satisfaction at Sankarankovil.

V. SCOPE OF THE STUDY

This study is to gather information about consumer relationship towards electronic home appliances store with special reference to vivek agencies. The respondent's details have collected like gender,age, education, occupation, marital status and income. The researchprovides the demographic features about the customer to the retailer and the way of reaction of customers to the retailer and the way of reaction of customer towards final consumption of vivekAgencies,sankarankovil. This level of vivek agencies primarily on pricing incentives and money savings to secure customer loyalty. It implies that clients earn extra based on purchasing performances. Customer preferences changes day by day decision making is affected by various factors also has income level increased and need for quality products increased. Customer opinion is tapped mainly by a customer feedback activity and the toll free number closely followed by customer visits, market research and sales calls for CRM practices. Customer satisfaction and attending to customer complaints create customer loyalty. Happy external customer are important customers for long term customer satisfaction in CRM practices.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. Abraham Kaplan defines research methodology in this way. Research methodology is "the description, explanation & Justification of various methods of conducting research".

Sampling methods

The sampling method are used in this study is non-probability sampling.

Non-Probability sampling

A sample of units where the selected units in the sample have an unknown probability of being selected and where some units of the target population may even have no chance at all of being in the sample.

Statistical Tools used for Analysis.

Statistical techniques used for this researcher

- Percentage method
- Weighted average method

Percentage method

Percentage method refers to a specified kind which is used in making comparison between two or more series of data. Percentage are based on descriptive relationship. It compares the relative items. Since the percentage reduced everything to a common base and thereby allow meaning comparison.

$$Percentage = \frac{No. \text{ of respondents}}{Total \text{ no. of respondents}} *100$$

Weighted average method:

The term weight stands for relative importance of different items. Weights have been assigned to various ranks. The weighted score is calculated by multiplying the number of respondents in a cell with their relative weights and the whole number is summed up to give the weighted score for that factor. In this method weights are assigned to the items. The formula for computing weighted average is

Formula:

$$\textbf{Weighted Average} = \sum_{i=1}^{n} \frac{value*weightage}{No. \text{ of Respondents}}$$

DATA ANALYSIS AND INTERPRETATION

In this research the data was analyzed by using percentage analysis and weighted average method.

Table 1: profile of respondents and control variable

Characteristics of the respondents	Particulars	No.of respon dents	Percentage
Gender	Male	186	73
	Female	70	27
Marital status	Married	167	65
	Unmarried	89	35
Age	18-25	79	31
	25-30	66	26
	30-35	56	22
	35-40	31	12
	Above 40	24	9
Educational qualification	Up to school level	45	18
	Under graduate	162	63
	Post graduate	47	18
	Others	2	1
Occupation	Agriculturist	18	7
	Business	37	14
	Government employee	45	18
	Private employee	124	48
	Professional	22	9
	Others	10	4
Income level	Less than 10,000	37	14
	Rs.10,000-20,000	63	25
	Rs.20,000-30,000	93	36
	Rs.30,000-40,000	39	15
	Above 40,000	24	9
Reason for purchase the product	Family	61	24
	Advertisement	102	40
	Friends	71	28
	self	22	9
Frequency of visiting showroom	Once in a month	42	16
	Once in a year	30	12
	Once in a festival	91	36
	Once a need arises	93	36
Mode of payment	By cash	122	48
	Debit card	57	22
	G pay	58	23
	Phone Pe	19	7
Awareness towards advertisement	Yes	237	93
	No	19	7
Reason for buying the goods	Price	48	19
	Quality	143	56
	Service	50	20
	Availability	15	6
Opinion about price of the product	Excellent	51	20
	Very good	105	41
	Good	80	31
	Average	17	7
	Poor	3	1
Opinion about satisfaction level of location.	Highly satisfied	44	17
	Satisfied	48	19
	Neutrally satisfied	157	61
	Dissatisfied	6	2
	Highly dissatisfied	1	0
Opinion about display of product	Strongly agree	56	22
	Agree	142	55
	Neutral	43	17
	Disagree	12	5
	Strongly disagree	3	1
Factor determining relationship with vivek agencies	Way of approach	40	16
	Friendly attitude	86	34
	Good behaviour	61	24
	Way of speech	24	9
	After sales service	11	4
	Assisting of payment of	5	2
	PremiumAll	29	11
Opinion about complaints	Solved immediately	102	40
	Within one day	97	38
	Within two day	47	18
	Within three days	10	4
Opinion about ambience of the showroom	Excellent	40	16
	Very good	99	39
	Good	91	36
	Average	21	8
	Poor	5	2

Opinion about sales executives performance	Co-operative	105	41
	Responsive	137	4
	Non co-operative	14	5
Opinion about sales about of the showroom	Excellent	47	18
	Very good	72	28
	Good	116	45
	Average	16	5
	Poor	5	2
Opinion about good reputation for high quality products and services	Strongly agree	54	21
	Agree	144	56
	Neutral	43	17
	Disagree	12	5
	Strongly disagree	3	1
Casback offer	Yes	233	91
	No	23	9
Promotional activities	Discounts	56	22
	Free gifts	106	41
	EMI Schemes	54	22
	Price off	24	41
	Home delivery	16	21
Opinion about customer service	Excellent	47	18
	Very good	95	37
	Good	94	37
	Average	16	6
	Poor	4	2
Overall satisfaction of CRM practices	Highly satisfied	59	23
	Satisfied	152	59
	Neutrally satisfied	35	14
	Dissatisfied	9	4
	Highly dissatisfied	1	0

Inference:

- From the table, it is inferred that 73% of the respondent are male.
- 65% of the respondents are married
- 31% belongs to the age group of 18-25.
- 63% of the respondents are belong to Under graduate.
- 48% of the respondents are private employee
- 36% of the respondents belong to income level of 20,000-30,000.
- 40% of the respondents are buy the product when they saw the advertisement.
- 36% of the respondents are purchase the product in festival time. 36% of the respondents are purchase the product when they need the product.
- 48% of the respondents are pay the cash. 93% of the respondents are aware of advertisement.
- 56% of the respondents saying quality of the product.
- 41% of the respondents are feeling very good.
- 41% of the respondents saying various brand available.
- 61% of the respondents neutrally satisfied with location.
- 55% of the respondents are agree with displaying of the product..
- 34% of the respondents are saying friendly attitude because they comfortable to purchase the product.
- 40% of the respondents are saying handling their complaints solved immediately.
- 39% of the respondents are feeling as very good.
- 39% of the respondents are feeling as very good

- 54% of the respondents are saying that executive performance is responsive.
- 45% of the respondents are feels good for sales service.
- 56% of the respondents are agree with high quality product and services.
- 91% of the respondents are saying Yes to the cash back.
- 41% of the respondents are attracted by free gifts.
- 37% of the respondents are feel very good for customer service, 37% of the respondents are feels good for customer service.59% of the respondents are satisfied with overall crm practices.

WEIGHTED AVERAGE METHOD:

RESPONDENTS OPINION ABOUT SHOWROOM SUPPORT TOWARDS CUSTOMER RECOGNITION.

S. No	Particulars	Excellent (5)	Good (4)	Average (3)	Bad (2)	Poor (1)	Total	Average	Rank
1.	ProductDemonstration	705	376	48	10	0	1139	4.4493	R1
2.	Product installation	175	772	69	16	4	1036	4.0458	R2
3.	Product Warranty	275	612	129	16	0	1032	4.0312	R3
4	Service Contract	200	704	105	6	5	1020	3.9843	R4

Inferences:

From the above table that furnishes the rank of the respondents feel about the organization support towards customer recognition. First rank goes to the product demonstration.

RESPONDENTS OPINION ABOUT SATISFACTION LEVEL

S.No	Particulars	5	4	3	2	1	Total	Average	Rank
1.	Availability of brandedproduct	455	584	33	12	2	1086	4.2421	R1
2.	Variety of products	170	680	129	12	3	994	3.8828	R3
3.	Sales executives performance	225	604	141	20	3	993	3.8789	R4
4.	Home delivery service	190	636	138	20	3	987	3.8554	R5
5.	Store layout	195	604	159	32	7	997	3.8945	R2
6.	Service quality	160	644	144	24	3	975	3.8085	R6

Inferences:

It is inferred from the above table that response rate from the vivekagencies.The respondents satisfaction level with Availability of branded product.

RESPONDENTS OPINION ABOUT OFFERS THAT ATTRACTS RESPONDENTS CLASSIFICATION

S. No	Particulars	Excellent	Very Good	Good	Average	Poor	Total	Average	Rank
1.	Festival offer	495	388	138	28	0	1049	4.0976	R1
2.	change offer	150	484	264	26	4	928	3.625	R2
3	Special gift	170	400	273	50	6	899	3.5117	R4
4.	Cash Discount	210	396	279	36	4	925	3.6132	R3

Inferences

From the above table shows offers that attracted by respondents in vivek agencies, First rank goes to the festival offer, second rank goes to the exchange offer, third rank goes to the cash discount.

VI. FINDINGS

- 37% of the respondents are male.
- 65% of the respondents are married.
- 31% of the respondents are in the age group of 18-25.
- 63% of the respondents are under graduate.
- 48% of the respondents are private employee.
- 36% of the respondents are earn 20,000-30,000.
- 40% of the respondents are buy the product when they saw the advertisement.
- 36% of the respondents are purchase the product in festival time. 36% of the respondents are purchase the product when they need the product.
- 48% of the respondents are pay the cash.
- 93% of the respondents are aware of advertisement.
- 41% of the respondents are feeling very good about the price of the product.
- 49% of the respondents are purchase the product for customer preference.
- 61% of the respondents neutrally satisfied with location.
- 55% of the respondents are agree with displaying of the product.
- 34% of the respondents are saying friendly attitude because they comfortable to purchase the product.
- 40% of the respondents are saying handling their complaints solved immediately.
- 39% of the respondents are feeling as very good about the ambience of the showroom.
- 54% of the respondents are saying that executive performance is responsive when they enter into the showroom.
- 45% of the respondents are feels good for after sales service.
- 56% of the respondents are agree with good reputation for reputation for high quality product and services.
- 91% of the respondents are saying Yes to the cash back.

- 41% of the respondents are attracted by free gifts to purchase the product.
- The respondents attracting factor is the product demonstration and the rank first.
- The respondents satisfied with Availability of branded product.
- 37% of the respondents are feel very good for customer service, 37% of the respondents are feels good for customer service
- The respondents ranked first for festival offer
- 59% of the respondents are satisfied with overall customer relationship practices.

VII. SUGESTIONS

- The entire customer satisfied with quality of the product.
- The customers are dissatisfied due to service engineer not available on time. The customer needs quick responses.
- The customer expecting all kinds of product should be displayed at one roof
- The customer are highly dissatisfied while purchasing time the sales person cannot elaborately explain about the features of the product
- The customer need a large parking space
- The customer expecting offers from the festival time
- Vivek Agencies can fix a reasonable price so that all segments of People can purchase.

VIII. CONCLUSIONS

The project helped to create customer relationship and maintain it. The data was collected from various sources and also through tools like questionnaire and relevant interaction with sales executives of vivek agencies, sankarankovil. The need was identified in the form of finding and suitable suggestions were put forth in the form of suggestions. To conclude this maintaining good relationship with customer leads to every business a great success.

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