



RELEVANCE OF RELATIONSHIP MANAGEMENT: CUSTOMER BEHAVIOR TOWARDS PROMOTIONAL EFFORTS CONNECTED WITH TEXTILES SHOWROOMS IN TRICHIRAPPALLI CITY

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ABSTRACT

The article identifies the steps taken by the textile showrooms to promote the sales through relationship management. The study focuses on the impact of sales promotion activities through relationship management on consumers' buying behavior. The methods of creating awareness factors about the upcoming new trends and the services provided by the textile showroom had been discussed in the study. The perception of the respondents towards the relationship management factors with regard to the textile showrooms had been considered for the study.

KEYWORDS : relationship management, sales promotion, textile showrooms

1. INTRODUCTION

Textile showrooms are the places where the buyers look for the ultimate satisfaction of their desire. In one way, buyers like to satisfy their social needs through garments purchase. Different income classes of buyers purchase different garments with different price levels. People have understood that clothes that are made of quality create confidence and make a person feel better. Delivering fabrics according to the expectations of the consumer is the required standard of the textile showrooms. All types of buyers must be satisfied according to their needs and desires. Assurance that all the needs of different types of customers be satisfied is the primary need of the relationship management. Buyers of the textile garments may buy branded fabrics or ordinary fabrics. The showrooms must bring varieties of garments to cater the needs of the buyers. The customers who purchase the textile products will experience some level of satisfaction and dissatisfaction. The consumers will also engage in post purchase actions. If the customers would not get the perceived performance of the textiles they may develop dissatisfaction.

Today buyers have realized the importance of buying quality products in reputed retail showrooms. They search for the reputed names of the textile showrooms which are known for their infrastructure, quality of clothing, variety in the designs and good customer service. Customers go along those showrooms which delivers the customer service in a best way. The customers are ready to purchase their fabrics even for higher price in return of good service.

Sales promotion aims to increase the sales through advertisement by creating an interest to buy through incentives to the customers. Samples, coupons, free trial, price off, price discounts etc can be the incentives to the customers which create interest to buy. These incentives not only can be in the form of reward to the existing customers but also create new customers. Sales promotion activities have a greater degree of integration between marketing, sales and customer service function in the showrooms. Sales promotional activities are integrated with marketing activities that communicate from producer to the customers.

Relationship management

Customer loyalty is enabled only when the customers are known in a better manner which will enable the business concerns to serve them better. A business concern must be aware of value and satisfaction of customers in order to success and sales promotion of the concern. The aim of the sales promotion efforts is to reach the targeted customers and persuade them to purchase. The impact of sales promotion on consumers' buying behavior is increased through relationship management. Customers identify satisfaction and value in the elements of low price, quality and service, employees identify satisfaction in the positive work environment. The business concern must provide satisfaction according to needs of the customers.

Marketing and customer acquisition can be done through

relationship management is the important aspect of sales promotion. The relationship management aims to increase the customer's commitment to the business concern through the continuous process of offering better value at a reduced cost. It builds long term customer engagement with the business. It helps the organization know their customers better and to build sustainable relationships with them. The purpose of sales promotion is to attract new customers, maintain existing customers and give incentives to customers who are about to use competing products.

1.1 Objectives

1. To study satisfaction of the respondents towards the services provided by the textile showroom
2. To identify the respondents perception towards the relationship management factors with regard to the textile showrooms
3. To analyze how the textile showrooms are creating awareness to the respondents about the upcoming new trends in the textile showrooms.

1.2 SCOPE OF THE STUDY

Modernization has shown certain socio economic changes in the population. People have realized the importance of buying quality textile products in the reputed retail showrooms. They have understood the functional importance of clothing. The article analyses the customers' behavior towards the relationship management measures prevailing in the textile showrooms to develop the sales. People will be crowded in the bazaar during the festival and functional seasons and also throughout the year to purchase clothes. There perceived expectations are to be satisfied through the textile showrooms. The article identifies the steps taken by the textile showrooms to promote the sales through relationship management.

1.3 Methodology

Data obtained from the convenience sample and literature reviews has been generalized. The sample size is 150 members. Secondary data has been collected from published /unpublished literature available from journals, newspaper, research publications and relevant sources like internet. Random sampling method been used to select the data. Percentage method, chi-square test, bar charts and pie charts been used as statistical tools.

1.4 Limitation of the Study:

- The Study is limited only to buyers in Tiruchirappalli city.
- The sample size was limited to 150.
- The objectives of the study may differ in the other areas and other textile showrooms.
- Since it is a convenient study, some sort of discrepancies might be there in the data available.

2 PROFILE OF THE STUDY AREA

Tiruchirappalli is called as educational centre and has developing

industrial centres of Tamilnadu. Tiruchirappalli is a city in the Indian state of Tamil Nadu and the administrative headquarters of Tiruchirappalli District and considered as the municipal corporation. It is the fourth largest municipal corporation and the fourth largest urban agglomeration in the state. Located 322 kilometers south of Chennai and 379 kilometers north of Kanyakumari, Tiruchirappalli sits almost at the geographic centre of the state. The Kaveri Delta begins 16 kilometers west of the city where the Kaveri River splits into two, forming the island of Srirangam, which is now incorporated into the Tiruchirappalli City Municipal Corporation. Occupying 167.23 square kilometers, the city was home to 916,857 people in 2011. The landmark of Trichirappalli, the Rockfort temple is surrounded by a busy commercial region, mainly textile showrooms.

Few textile showrooms taken for study are Sarathas textile showroom, Pothys, the Chennai Silks, Sri Thaila silks and Thaila silks in Trichirappalli city. These are the few showrooms where high majority of the population from in and around the city will make their garment purchases.

3 ANALYSIS AND INTERPRETATION

Table 3.1 Preference of textile showroom

S.No	Reference	No of respondents
1	Sarathas	42[28]
2	Pothys	28[19]
3	Chennai silks	25[16]
4	Sri Thaila silks	27[18]
5	Thaila silks	28[19]

Table 3.2 Significance of association between frequency of purchasing and preference of textile showrooms

	During functions	During festivals	Discount and offer	Frequently	According to wish	
Sarathas	(5.04) (0.21)	(13.44) (0.01)	(6.16) (0.11)	(9.80) (0.00)	(7.56) (0.03)	The chi-square statistic is 2.9353. the p-value is .999853. the result is not significant at p<0.05
Pothys	(3.36) (0.04)	(8.96) (0.10)	(4.11) (0.30)	(6.53) (0.33)	(5.04) (0.18)	
Chennai silks	(3.00) (0.33)	(8.00) (0.12)	(3.67) (0.12)	(5.83) (0.12)	(4.50) (0.06)	
Sri Thaila silks	(3.24) (0.18)	(8.64) (0.05)	(3.96) (0.00)	(6.30) (0.01)	(4.86) (0.00)	
Thaila silks	(3.36) (0.04)	(8.96) (0.12)	(4.11) (0.19)	(6.53) (0.04)	(5.04) (0.21)	

H₁: there is significant association between frequency of purchasing and preference of textile showrooms.

H₀: there is significant association between frequency of purchasing and preference of textile showrooms.

Inference:

Based on Chi-square test calculation at 0.05 level of significance it is inferred that as there is no significant association between frequency of purchasing and preference of textile showrooms, the research hypothesis is rejected and null hypothesis is accepted.

Table 3.5 Significance relating to association between income earned by the respondents and their preference of textile showrooms

	Less than Rs. 10,000	10000-20000	20,000-30,000	30,000-40,000	40,000 and above	Results
Sarathas	(3.36) (0.04)	(6.44) (0.03)	(10.08) (0.85)	(10.64) (0.17)	(11.48) (1.05)	The chi-square statistic is 13.5026 the p-value is .635719 the result is not significant at p<0.05
Pothys	(2.24) (0.69)	(4.29) (1.23)	(6.72) (0.77)	(7.09) (1.35)	(7.65) (2.47)	
Chennai silks	(2.00) (0.00)	(3.83) (0.01)	(6.00) (0.17)	(6.33) (0.02)	(6.83) (0.20)	
Sri Thaila silks	(2.16) (1.57)	(4.14) (0.18)	(6.48) (0.95)	(6.84) (0.20)	(7.38) (0.26)	
Thaila silks	(2.24) (0.03)	(4.29) (0.68)	(6.72) (0.44)	(7.09) (0.44)	(7.65) (0.06)	

H₀: there is no significant association between income earned by the respondents and their preference of textile showrooms.

H₁: there is significant association between income earned by the respondents and their preference of textile showrooms.

Inference:

Based on Chi-square test calculation at 0.05 significant levels, it is inferred that as there is no significant association between frequency of purchasing and preference of textile showrooms, the research hypothesis is rejected and null hypothesis is accepted.

4 FINDINGS

- A majority of 28 percent of the respondents preferred Sarathas textile showroom for their purchase of garment.
- More than 50 percent of the respondents accepted that the textile showrooms are having seasonal clothing available, have varieties in designs, maintain quality, have differentiation in price and have segmentation of departments for gender wise clothing.
- The textile showrooms are taking efforts to maintain relationship with the customers. And nearly 30 percent of the respondents disagreed that the relationship management efforts adopted by the showrooms.
- Based on Chi-square test calculation at 0.05 levels of significance it is inferred that as there is no significant association between frequency of purchasing and preference of textile showrooms, the research hypothesis is rejected and null hypothesis is accepted.
- Based on Chi-square test calculation at 0.05 levels of significance it is inferred that as there is no significant association between income of the respondents and their preference of textile showrooms, the research hypothesis is rejected and null hypothesis is accepted.

5 LITERATURE REVIEW

1. K. Fayaz, T.Vijaya Mohan Reddy & K.Venugopal Rao,2013, In an era of rapidly changing technology and increasing reliance on the web, lasting customer relationship are critical to thrive in the market place, reorganizing company has become competitive mandate, not an option. e-CRM is just the right way to go about it. The need for e-CRM is dictated primarily by the new global electronic economy. CRM is a well defined business strategy, is a fusion of series of functions, skills, processes and technologies which together allows companies to more profitably manage (acquire and retain) customers as tangible assets
2. Richard Christy, Gordon Oliver & Joe Penn, 1996, The ideas of relationship marketing have so far mainly been applied to industrial and services marketing, but may also have some relevance for consumer marketing. This paper suggests that marketing relationships will be easier to form in some types of consumer market than others, and that this inherent "relationship-friendliness" will depend upon certain characteristics of both the market segment and the product field in question
3. Injazz J. Chen, Karen Popovich, (2003) Customer relationship management (CRM) is a combination of people, processes and technology that seeks to understand a company's customers. It is an integrated approach to managing relationships by focusing on customer retention and relationship development. CRM has evolved from advances in information technology and organizational changes in customer-centric processes. Companies that successfully implement CRM will reap the rewards in customer loyalty and long run profitability.

5 Conclusion

Relationship management efforts are taken by the textile showrooms in order to retain the existing customers and to acquire new customers as they face the major hike in the competition level in their businesses. Also in the current era buyers adopt knowledge management efforts due to the increased networked knowledge. Therefore buyers expect certain relationship management factors

to satisfy them in order to become the customers of the textile showrooms as they are sensitive dignity and respect.

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