

A STUDY ON CUTOMER RELATIONSHIP MANAGEMENT IN PERIYAR VERMICOMPOST AT THANJAVUR



Marketing Management

KEYWORDS: Customer, CRM, Chi-Square Test.

P.DIVYA

Final year MBA, PMU, Thanjavur.

DR. K.V.RAJANDARAN

Associate Professor, Department of management studies Periyar Maniammai University, Thanjavur.

ABSTRACT

The marketers consider retaining of customers as a much more challenging job than acquiring customers in the contest of growing competitive forces. Thus the traditional transactional approach of marketing became insufficient to achieve the marketing goals. This scenario necessitated the emergence of a new approach namely Relationship Marketing. The focus of transactional marketing approach is on individual transaction and does not concern continue relationship with customers. Data collected was analyzed using the percentage analysis and chi-square test.

INTRODUCTION

The relationship marketing approach has gradually taken the shape of Customer Relationship Management. The relationship marketing has a narrow focus on the customers and on the marketing functions of the organisation concerned. On the other hand, Customer Relationship Management focuses more widely on customers and on the entire functions connected with value creation and delivery chain of the organisation concerned.

The Customer relationship management in general is operationally defined as "A management process of acquiring customers by understanding their requirements, retaining customers by fulfilling their requirement more than their expectations and attracting new customers through customer specific strategic marketing approaches. The process invites total commitment on the part of the entire organisation in evolving and implementing relationship strategies that would be rewarding to all concerned.

OBJECTIVES

Primary objective: To simplify marketing and sales process.

Secondary objective:

- To provide better customer service.
- To discover new customer and increase customer revenue.
- To cross sell product more effectiely.

REVIEW OF LITERATURE

Golderberg (2008) Customer relationship management has been defined as a business approach that integrates people processes and technology to maximise relationship with customer.

Sinkovics and Ghauri (2009) Relate the necessity for engaging in customer relationship management to high cost of direct sales highly intensifying level of competition in the global level and need for information about various aspects of the business in general and consumer behaviour in particular that can be used to increase the level of sales.

Mathur (2010) Represents another significant contribution to the research area to be used in the study. Namely the author provides a wide range of specific customer relationship management techniques and principles that are used by multinational business.

Rogers (2011) There is global tendency customer relationship management that relates to the shift from transactional model the relationship model.

Mueller (2010) characterises customer relationship management aspect of the business as a highly dynamic and convincingly argues that businesses have to adopt a proactive approach in devising relevant programmes and initiatives in order to remain competitive in their industries.

Lamb et al (2002) A range of academic models and writings letale to this research in direct and indirect ways and some of the most model are going to be explored in the study. One of the most models to be used in the study is the gap model of service quality.

Research methodology

Statement of the problem

High cost involved in advertisement and marketing process. Lack of knowledge and strategic approach for customer retention & increase the customer loyalty. No proper procedure for benefiting the selectivity approach.

Scope of the study

- Improved service quality of Vermicompost
- Personalised care
- Reduction of customers stress
- Increased value for money & customer empowerment
- To retain loyal and profitable customers and channels for rapid growth of the business project.

Sampling technique:

Sample means a small group taken from a large lot. The small group selected should be a miniature cross-section and really 'representative' in character. This selection process is called 'sampling'. A good marketing sample must be random, representative proportional and adequate.

Method of data collection

The Researcher has used questionnaire method to get the desired information from the decided respondents. The questionnaire consists of Demographic, close-ended and open-ended question typed in a definite order. The questions were framed in simple sentence such that the respondents could understand it easily, as they had to answer these question s on their own.

Tools for analysis:

Data collected was analyzed using the questionnaire random method such as percentage analysis, and interpretation method and chi-square test.

Limitation:

- The study on 3 weeks only.
- The study is carried out in one organization only namely PMU, Thanjavur.
- The inherent reserved attitude of the personnel being a Training Organization limits the scope of the study, as full information might have not come out.

DATA COLLECTION AND INTERPRETATION

TABLE: 1 SERVICE QUALITY OF VERMICOMPOST

Service quality of Vermicompost	No. of respondents	Percentage
Satisfied	104	99
Dissatisfied	1	1
Neither satisfied nor dissatisfied	0	0
Total	105	100

Interpretation:

From the above table it is clear that, 99 % respondents are Satisfied with the service quality of Vermicompost, 1 % respondents are Dissatisfied, whereas none of the respondents are neither satisfied nor dissatisfied.

DIAGRAM:1 SERVICE QUALITY OF VERMICOMPOST



TABLE: 2 PERSONALIZED CARE OF EVERY CUSTOMER

Interpretation:

From the above table it is clear that, 76 % respondents say that personalized care is paid to every customer and 24 % respondents say that no personalized care is paid to every customer.

DIAGRAM: 2 SERVICE QUALITY OF VERMICOMPOST

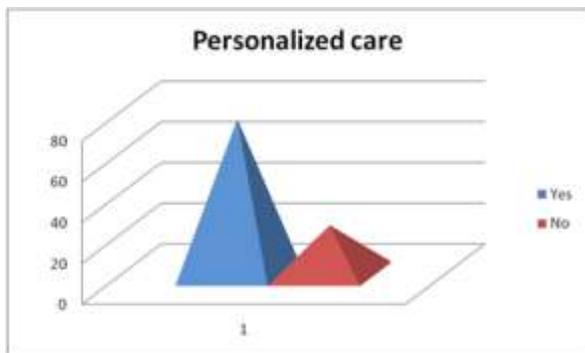


TABLE 3: PERIYAR VERMICOMPOST OFFERS PRODUCTS ON TIME EXPECTED

Periyar Vermicompost offers products on time expected	No. of respondents	Percentage
Yes	78	74
No	27	26
Total	105	100

Interpretation:

From the above table it is clear that, 74 % of the respondents says Periyar vermicompost offers products at expected time and 26 % of

the respondents says that Periyar vermicompost don't offer products at expected time.

DIAGRAM 3: VERMICOMPOST SATISFIED YOUR EXPECTATION

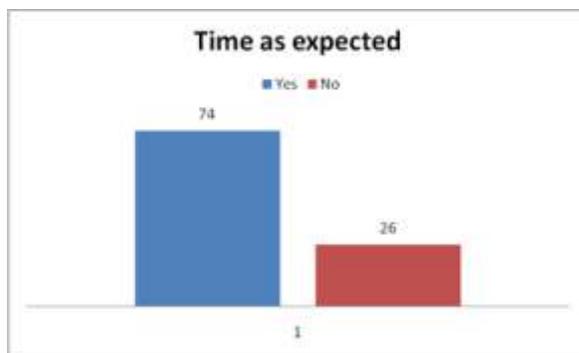


TABLE 4: ECONOMICALLY SATISFIED WITH VERMICOMPOST

Economically satisfied with Vermi compost	No. of respondents	Percentage
Yes	67	64
No	38	36
Total	105	100

Interpretation:

From the above table it is clear that, 64 % respondents say that they are economically satisfied with the vermicompost whereas 36 % of the respondents say they are not economically satisfied with the vermicompost.

DIAGRAM 4: ECONOMICALLY SATISFIED WITH VERMICOMPOST

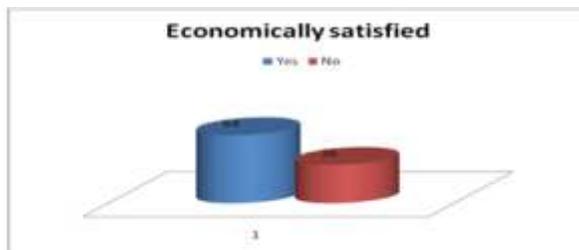


TABLE 5: EMPLOYEE HANDLE THE SALES

Employee Handle the Sales	No. of respondents	Percentage
Excellent	59	56
Good	29	28
Fair	17	16
Bad	0	0
Total	105	100

Interpretation:

From the above table it is clear that, 56 % respondents say that the employees at Periyar Vermicompost are Excellent in handling sales, 28 % respondents says Good, 16 % respondents says Fair whereas none of them say its bad.

DIAGRAM 5: EMPLOYEE HANDLE THE SALES



ASSOCIATION BETWEEN PRODUCT OFFERED BY PERIYAR VERMICOMPOST AND INTERACTION WITH CUSTOMER USING CHISQUARE TEST

Null Hypothesis (H₀): There exists no significant association between products offered by Periyar vermicompost and Interaction with customers.

Alternative Hypothesis (H₁): There exists significant association between products offered by Periyar vermicompost and Interaction with customers.

TABLE: 6

Products offered by Periyar vermicompost	Excellent	Good	Fair	Total
Interaction with customers				
Excellent	1	22	16	39
Good	21	2	8	31
Fair	30	5	0	35
Total	52	29	24	105

Calculated value = 67.33

Table value at 5% level of significance is 9.488

Degree of freedom = 4

Calculated Value > Table Value (67.33 > 9.488), alternative hypothesis is accepted and null hypothesis is rejected.

There exists significant association between products offered by Periyar vermicompost and Interaction with customers.

CONCLUSION

In the past, CRM was mostly about the technology, not about the customer. There is a change in the way the organizations do business. At a technology level, CRM is increasingly about conjoined best-of-breed applications delivered via portal technologies. At a business level, it is beginning to invade traditional territories occupied by brand management or customer support. Peel shows companies how to make the shift to the new paradigm.

REFERENCE

www.salesforce.com | www.bitpipe.com | www.customerservicemanager.com | www.serachrm.com