



CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES OF SONALIKA TRACTOR DEALERS IN BHAVANI TALUK.

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ABSTRACT:

Customer Relationship Management is the process of managing a good and a healthy relationship between customers so as to get utmost profit out of them by maintaining a healthy and cordial relationship with them. Customer Relationship Management is a system of managing interactions with all the companies existing customers with the potential customers so as to build a good company profile which will ultimately give the company benefit in a long run. Customer Relationship Management is also defined as a business approach that brings people, processes and technology together to maximize relationship and to get utmost profit out of it. Information System (IS) plays a vital role in Customer Relationship Management system. Is the infrastructure for CRM systems in order to understand and interact with customers? CRM acts as an application of e-business and digital activities as well as customer collection data.

KEY WORDS: CRM, Customer Behaviour, Customer Retention.

INTRODUCTION:

The definition of **customer retention** is the ability to keep current customers as repeat buyers, instead of them switching to a competitor. Retaining customers indicates that the company's product, service, or brand is pleasing enough to the customer for them to stay with the company.

REVIEWS OF LITERATURE:

Peppers and Rogers (2011) stressed that retention- ship and relationship may not be possible in transactional model. There must be utmost flexibility from the marketer's point of view for the long-term growth of any business.

Mathur (2010) has presented a plethora of techniques and principles of management that is having a significant contribution for in multi-national businesses for the customers to be attracted and retained.

Khurana (2010), has discussed the pro and cons of using software applications to store a database of customers in order to reach them proactively in advance to have trust and faith.

Sinkovics and Ghauri (2009) relate the customer behavior with sales. The more satisfied are the consumers, the higher the intensity of competition and rise in the volume of sales.

Brink and Berndt (2009) have discussed mapping of customer touch points in a IT software to utilize technology in maintaining CRM.

Goldenberg (2008) opines that relationship with customer can be maximized if there is an integration of people, process, and technology. **Mueller (2010)** characterizes that CRM can be maintained only proactively by taking initiatives to satisfy the customer through different programmes and activities.

OBJECTIVES OF THE STUDY:

1. To study the customer behavior towards Sonalika tractor in erode district
2. To find the ways to develop better relationship with the customers.

RESERCH METHODOLOGY:

To know the CRM practices of Sonalika tractor dealers, a total of 110 samples were taken for the study. Convenient sampling method has been used to collect the data.

STATISTICAL TOOLS USED:

1. Percentage analysis.
2. Correlation analysis.

LIMITATIONS OF YHE STUDY:

1. The sample size limited to 110 respondents only.
2. The study is confined to Bhavani Taluk only.

DATA ANALYSIS AND INTERPRETATION:**TABLE 1****GENDER OF THE RESPONDENTS**

Gender	No of respondents	Percentage
Male	64	58.2%
Female	46	41.8%
Total	110	100

Source: Primary Data

Majority (58.2%) of the respondents are male.

TABLE 2
MARITAL STATUS OF RESPONDENT

Marital status	No .of respondents	Percentage
Married	47	43.1%
Unmarried	62	56.9%
Total	110	100

Source: primary Data

Majority (56.9%) of the respondents are belonging to unmarried category.

TABLE 3
AGE OF THE RESPONDENTS

Age	No. of respondents	Percentage
Below 30	21	19.1
31-40	44	40
40-50	32	29.1
50-60	10	9.1
Above 60	3	2.7
Total	110	100

Source: primary Data

Majority (40%) of the respondents are coming under the age group of 31 to 40 years.

TABLE 4
MONTHLY INCOME OF THE RESPONDENTS

Monthly Income	No. of respondents	Percentage
Below 20000	25	22.7
20000 - 30000	38	34.5
30000 - 40000	35	31.8
Above 40000	12	10.9
Total	110	100

Source: primary Data

Majority (34.5%) of the respondents have monthly income between 20000 to 30000.

TABLE 5
PERIOD OF USING

Period of using	No. of respondents	Percentage
Below 3 yrs	35	32
3 - 5 yrs	40	36
5 - 7 yrs	22	20
above 7 yrs	13	12
Total	110	100

Source: primary Data

Majority (36%) of the respondents are using this brand for 3 to 5 Years.

TABLE 6
OPINION ABOUT STAFF RESPONSIVENESS

Opinion	No. of respondents	Percentage
co operative	45	41
Responsive	50	45
Non co-operative	15	14
Total	110	100

Source: primary Data

Majority (45%) of the respondents opined that the staff are Responsive.

TABLE 7
TIME TAKEN TO FULFILL THE NEEDS

Time taken	No. of respondents	Percentage
Very quick	55	50
Resemble	42	38
Delayed	13	12

Total	110	100
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Source: primary Data

Majority (50%) of the respondents opined that they fulfill the needs quickly.

TABLE 8
OPINION ON SLES EXECUTIVES ACTION

Opinion	No. of respondents	Percentage
Convincing	12	11
Satisfactory	79	72
Unless asked	19	17
Total	110	100

Source: primary Data

Majority (72%) of the respondents opined that sales executives action is Satisfactory.

TABLE 9
OPINION ABOUT FINANCIAL FACILITY

Opinion	No. of respondents	Percentage
Convenient	84	76
Moderately convenient	14	13
Inconvenient	12	11
Total	110	100

Source: primary Data

Majority (76%) of the respondents opined that Dealer provide convenient finance facility.

TABLE 10
OPINION ABOUT AFTER SALES SERVICES

Opinion	No. of respondents	Percentage
Excellent	34	31
Good	44	40
Satisfactory	26	23

Poor	4	3.9
Very poor	2	2.05
Total	110	100

Source: primary Data

Majority (40%) of the respondents opined that after sales services are good.

TABLE 11
OVERALL OPINION ON DEALER SERVICES

Opinion	No. of respondents	Percentage
Excellent	34	31
Good	36	32.72
Satisfactory	34	31
Poor	4	3.9
Very poor	2	2.05
Total	110	100

Source: primary Data

Majority (32.72%) of the respondents opined that Dealer service is good.

TABLE 11

CORRELATION BETWEEN CUSTOMER RELATIONSHIP MANAGEMENT AND OTHER FACTORS SUCH AS FOCUSING ON CUSTOMERS, ORGANIZATION EFFICIENCY AND CUSTOMER KNOWLEDGE MANAGEMENT

CRM	
Factors	Correlation
1. focusing on customers	0.82
2- Organization efficiency	0.78

3- Customer knowledgemanagement	0.69
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Source: primary Data

In the above table it can be seen clearly that CRM and the factor focusing on customers are positive and very strongly related, as the correlation index is 0.82. The level of significance is also less than 0.05. Organization of efficiency and CRM also are positively and strongly related, as we can see that the correlation index is 0.78. Customer knowledge management and CRM are also strongly related to each other as it can be seen the correlation index is 0.69.

FINDINGS:

The important area of CRM is staff responsive and it is found to be co-operative which shows that the staffs responds to customers even if they are not asked to. It is a very positive approach of the staff towards their customers.

Time taken to provide services to the customer's requirement is considered "reasonable" by most of the customers.

It seems most of the customers found the "sales executive explanation" very convincing and only a few stated that the sales executive doesn't explain all the features unless asked.

The "financial facilities" offered by the showroom seems to be "convenient" and a good most of the respondents stated that it is "convenient".

The "after sales services" is stated by most as "Good".

The overall experience of the showroom is found to be "excellent" as stated by majority of the customers only a very few customers said that it is poor. The factors for the opinions may be analyzed.

CRM has appositive and strong correlation with focusing on customers, organization efficiency and customer knowledge management.

CONCLUSION

The study of CRM is essential in marketing planning. The customer needs and preference keep changing where the relationship built ultimately command CRM loyalty. This study will help to understand the customer relationship, what are the problems faced by the customer and appropriate measure to solve the problems. Sonalika has a good market share and also offers good services to the customers so there are satisfied customers. Majority of the customers are satisfied with the staff's responses, dealer service, after sales services, finance facility and overall services of the dealers.

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