



A Study on Customer Relationship Management in SREE Venkateshwara Tea Industry at OOTY

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ABSTRACT

This research aims at identifying the factors that play a significant role in the forming of customer behaviour toward the brand or the Tea industry. After previewing the literature of marketing, the researcher found that the human resources management activities are the main contributors in retaining the brand's name and the organization's name stuck in the customer's mind. The study confirms that CRM is a complex concept requiring appropriate business process and integrated systems. In addition, the study demonstrates the relevance of the need for effective leadership, sourcing, communication and evaluation within CRM strategies.

Keywords:

Customer Relationship Management, Consumer Behaviour, Customer Loyalty

I. INTRODUCTION OF THE STUDY

CRM has a significant impact on various business sectors, including the hotel sector, customer satisfaction and the provision of a solution to many other problems faced in the business sector. The tie that exists between CRM and hospitality is that it creates a platform that calls for the improvement of various qualities of employees so that they can serve their clients with diligence and positive attitudes. Therefore, several attributes must be maintained by the employees of business organizations if they have to ensure hospitality and customer relationships are to be achieved.

Concept of CRM

Customer Relationship Management is a complex process which is based on a good Knowledge of habits and needs of customers. It assumes constant collection of Information of customer's behavior. There are four primary reasons why Organization adjusts their business processes to customers' needs:

- Retention of existing customers,
- Attracting new customers,
- Encourage customers to deepen cooperation with organization
- Informing customers about portfolio of products, services and communication Channels, with aim of increasing profits or prevent losses.

Need for Customer Relationship Management

- Customer Relationship Management leads to satisfied customers and eventually higher business every time.
- Customer Relationship Management goes a long way in retaining existing customers.
- Customer relationship management ensures customers return back home with a smile.
- Customer relationship management improves the relationship between the organization and customers. Such activities strengthen the bond between the sales representatives and customers.

STATEMENT OF THE PROBLEM

Customer relationship management is a technology for managing all company's relationships and interactions with customers and potential customers. The goal is to improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability. Understanding the consumer behavior would help the firms in formulating strategies to cater to the needs of the consumer and thereby increase their market share. Consumer's durable quality was found to change rapidly, especially in a dynamic environment.

OBJECTIVES OF THE STUDY

Primary objectives:

- A Study on customer relationship management towards SreeVenkateshwara Tea industry with reference to Ooty



Secondary objectives:

- Communicating and delivering the appropriate values to each customer in ways the customer wants to receive the information.
- Improving the process to communication with the right customers.
- Ability to retain loyal and profitable customers and channels to growth the business profitability.
- To discover new customer and increase Customer retention
- To make suggestion to improve the effectiveness of customer relationship management.
- To study the strategies used by the company to create a good relationship with the customers.

SCOPE OF THE STUDY

The scope of CRM, like any organizational initiative, is to increase profit. In the case of CRM this is achieved mainly by providing a better service to your customers than your competitors. CRM not only improves the service to customers though; a good CRM capability will also reduce costs, wastage, and complaints. CRM is at the core of any customer- focused business strategy and includes the people, processes, and technology questions associated with marketing, sales, and service. In today's hyper-competitive world, organizations looking to implement successful CRM strategies need to focus on a common view of the customer using integrated information systems and contact centre implementations that allow the customer to communicate via any desired communication channel.

LIMITATIONS OF THE STUDY

- Because of illiteracy, it was a time consuming method in which continuous guidance was required.
- Questionnaire method involves some uncertainty of response. Co-operation on the part of informants, in some cases, was difficult to presume.
- It is possible that the information supplied by the informants may be incorrect. So, the study may lack accuracy.
- The study is confined in Ooty area only.

II. REVIEW OF LITERATURE

Gulati and Garino (2022) Using information technology as an enabler, CRM strategy leverages key functional areas to maximize profitability of

customer interactions. It has been recognized that technological advancements and innovations, keen competitive marketing environment, coupled with the internet are main drivers of present and future customer profitability which makes it possible to appropriately and proportionately allocate firm's resources to all functional areas that affect customer relationship

Chen and Popovich (2022) For customers, CRM offers customization, simplicity and convenience for completing transactions irrespective of the kind of channel of interaction used. Many businesses today realize the importance of CRM and its potential to help them achieve and sustain a competitive edge. This view was further boosted by that as a result of changing nature of the global environment and competition, firms cannot compete favourably with minor advantages and tricks that can easily be copied by competing firms. The implementation of CRM is an enabled opportunity to rise above minor advantages with real focus on developing actual relationships with customers.

Peppard (2023) added CRM makes it practicable for companies to find unprofitable customers that other companies have abandoned. This position is supported by that CRM helps a business organization to fully understand which customers are worthwhile to acquire, which to keep, which have untapped potential, which are strategic, which are important, profitable and which should be abandoned. The firms will realize that in order for CRM to contribute to corporate renaissance, the CRM responsibility must rise to the level of CEO. CRM will be more strategy driven, and thus be able to concentrate on what customer expects from relationships.

III. RESEARCH METHODOLOGY

RESEARCH DESIGN

Research design can be defined as a master plan, specifying the methods and procedures for collecting and analyzing the needed information. The design of the research was Descriptive in nature. A descriptive research design is one that describes the characteristics of a particular individual or a group.

SAMPLE DESIGN

A Sample design is definite plan for obtaining a sample from a given population. It refers to the technical procedures the research would adopt in selecting items for the sample, i.e. the size of the sample.



SAMPLING TECHNIQUE

Simple random sampling is used. Under this sampling, every item of the universe has an equal chance of inclusion in the sample. The Sample size of the study is 130.

METHODS OF DATA COLLECTION

- Primary data
- Secondary

Primary Data

Information which is collected at first time is called primary data. In this study Primary Data was collected with the help of the questionnaire. The

CHI –SQUARE TEST

NULL HYPOTHESIS

H₀: There is no significance between the Educational qualification of the respondents and Level of awareness on CRM.

ALTERNATIVE HYPOTHESIS

H₁: There is significance between the Educational qualification of the respondents and Level of awareness on CRM

questionnaires were given to the respondents.

Secondary Data

Information which was collected already by some people is called secondary data. In this study Secondary data was collected form the company, industry websites and journals.

STATISTICAL TEST & TOOLS USED

- Simple Percentage analysis
- Chi-square
- Correlation
- Anova

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.866E2 ^a	9	.000
Likelihood Ratio	199.222	9	.000
Linear-by-Linear Association	101.078	1	.000
N of Valid Cases	130		

a. 5 cells (31.3%) have expected count less than 5. The minimum expected count is 2.37.

IV. RESULT

Since the calculated values are greater the table value. So we reject the null hypothesis. There is no significance between the Educational qualification of the respondents and Level of awareness on CRM.

SUGGESTIONS

- The company should work towards building customers lifetime value enhances customer relationship.
- Placing knowledge and technical sales people who are able to provide complete information to the customers their enquiry would be of greater advantage to the company.
- Attention should be paid on addressing all the small and minute problems and queries in the customer Product division.
- Customers feel that the customer Product division should involve more “Personnel and Human touch”

- The firm should work towards bridging the gap between the customer’s expectations before purchase and customers satisfaction after the usage of the product.
- To retain the existing customer preference and to gain new consumers, the Silks has to improve the service according to customer expectation.

V. CONCLUSION

One of the ways to retain customer base and to ensure recurring purchases is adjusting to meet customer’s needs, ensuring its satisfaction customer must be at the heart of company interests. Appropriately selected IT solution of CRM can help them. Despite this fact, the majority of companies still don’t use correctly all the possibilities which CRM offering or many implemented CRM projects failed to be successful. The problem is that these companies often do not know why they were not successful. Other



companies will make the same mistakes if these failures are not recognized. It becomes a matter of fact that the implementation of CRM initiatives and programs have faced with failure over different industries and businesses. In addition, the understanding of CRM and its different aspects like definition, scope, processes, and technology is still limited and shallow. The fundamental theory of the CRM processes is very important to strengthen the understanding of CRM, before planning for the adoption and implementation of CRM initiative. The understanding of the main components of any CRM initiative is very essential for its success. People, technology, and process are the three main components of CRM.

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