



**A STUDY ON IMPACT OF CUSTOMER RELATIONSHIP
MANAGEMENT ON SELECT BRAND APPARELS IN KARIMNAGAR
DISTRICT**

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ABSTRACT

Customer Relationship Management is a comprehensive approach for creating, maintaining and expanding customer relationships". However, in Brand apparels customer relationships is not a new strategy. CRM became one of the important tools to promote the products and brand. It is widely using everywhere to attract the new customers and retain the existing customer. The customer relationship management (CRM) adoption process in Branded products is reaching peak stage, the purpose of this paper is to extend the knowledge and offer greater understanding of the CRM adoption process through an empirical study.

The aim of the study is to determine which practices in customer relationship management are used and also particularly bring out the most effective practice that influence customers shopping decision.

The study uses primary data collected through in depth quantitative analysis to represent Branded apparel shops. The sample included select shops in Karimnagar district. The relevant data collected by using a pretested questionnaire is further analyzed using various statistical techniques. The analysis has produced several important implications.

Key Words: Customer relationship Management, Brand apparels, adoption, retention

INTRODUCTION

Indian retail market is one of the fastest growing industries is expected to grow from us \$ 350 billion to us \$ 427 billion 2010, and further increased to \$ 785 billion by 2019 retail is India's largest industry accounting for over 10 percent & the country's GDP and around eight percent & employment. It has paced industries with several players entering the market. Retailing in India is gradually inching its way to becoming the next boom industry. The whole concept of shopping has altered in terms & format and consumer buying behavior, ushering in a revolution in shopping, modern retail has entered India as seen in sprawling shopping centers, multi-storied malls and huge complexes offer shopping, branded specialty stores and entertainment and good all under one roof. In recent times, however more and more by retail outlets are coming up in the



metros and cities and the country. Many business houses now thinking and opening up a retail chain and their own, many companies have already in the business with a big bang.

Customer Relationship Management practices towards in Retailing:

The highly demanding and knowledgeable consumers are compelling for stock a huge product range, offer attractive discounts in an aesthetically set up environment and soon all in the hope of having a loyal customer base so, customer relationship management may be referred to as a philosophy a set of strategies, programmer and system which focuses on identifying and building loyalty with the Branded malls most valued customers. This means that CRM will work on the principle that retailers have to chat out programmes which will help them to raise their profitability ones continuous basis though building long-term relationship with their customer's. Customer Relationship management is a company business strategy designed to reduce cost and increase profitability by solidifying customer loyalty. CRM practices may shift with each form. Nevertheless, organized retail shopping malls will benefit from the resources it commits to developing its CRM practices in greater customer loyalty. Right time and involves attracting (acquiring), developing and maintaining successful customer relationships over time and building customer loyalty through efficient and effective two-way dialogues that seek to understand and influence customer buying behaviors and improve customer acquisition, retention, loyalty and profitability Although not entirely built on shopping malls CRM involves shopping malls enabled business processes that identify, develop, integrate and focus a business' competencies on forging valuable long-term relationships that deliver superior value to its customers.

2. LITERATURE REVIEW

Roulac (1994) concluded from his study that in shopping malls, consumers can shop without the problems of any traffic congestions or parking problems, or security concerns. Joseph.

Nunes and Xavier Dreze (2006) in their article "Your loyalty program is betraying you" highlighted creating a successful loyalty program starts with defining what should be gained from the effort. In some cases, loyalty programs create what marketers call barriers to exit. They say that a benefit of loyalty programs that has gained prominence in the past decade is their ability to provide useful data about customers.



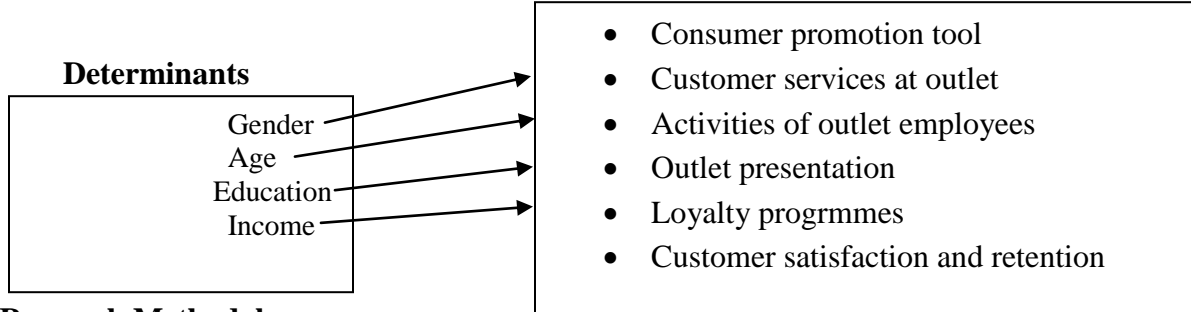
C. Bhattacharjee (2006) in his book “Services marketing concepts planning & Implementation” Classified customer Relationship Management (CRM) have been undertaken to give all possible information to the current and potential customer. He says to achieve CRM, a company-wide set of tools, technologies, and procedures promote the relationship with the customer to increase sales those CRM is primarily a strategic business and process issue, rather than a technical issue. The author concludes CRM is very hard to be implemented throughout a company. The IT department needs extensive infrastructure and resources to implement customer relationship management (CRM) databases successfully.

Sunjay Kumarkar and Alok kumar Sahoo (2007) in his article define “Shopping mall: Driving Force in organized Retailing”. Advocated mall is the latest format in the organized retailing, a significant development has occurred in last couple of year due to change in consumer profile and spending behavior, increasing youth population with more purchasing power and less time is looking for shopping a long with entertainment as one stop option. **Dr. N.K. Sehgal (2007)** classified customer relationship management as abbreviation about consumers, marketing effectiveness, sales and market trends. He advocated the result of a business is a satisfied customer “in present era of cutthroat competition, it is no longer enough to satisfy the customers. The reason for this is pretty simple”. If you would not take care of your customers, your competitors definitely would”

Vandana Ahuja (2008) nalyzed CRM build long terms profitable relationships with chosen customers and getting closer to those customers with every point of contact with them. The author noted that a good CRM strategy aims at providing a win-win platform for both the organization and the customer by paying adequate information to the process of adoption by focusing on options available to customers’ adequate promotion campaigns and concentration on existing customer.

Objectives of the Study

- To identify the various categories of Demographic factors and variables impacting on CRM practices towards Branded apparels
- To study the impact of Demographic factors CRM practices towards Branded apparels

CRM practices in Branded shops**3. Research Methodology**

In order to accomplish the objective of the study to collect data for this research study, both primary and secondary sources were used. Secondary data collected through the researcher-reviewed articles related to research objective that appeared in the scholarly literature, key journals, reports, magazines and proceeding were systematically scanned for articles related to the research topic. Primary data collected through an empirical investigation, online survey was conducted, using a structure questionnaire.

Present study consists and the questionnaire two parts. Part-I questionnaire measures the distribution of participants on the bases demographic characteristics and part-II questionnaire measures CRM practices at Branded shops on a five point scale ranging from

(i) strongly disagree to (5) “strongly agree”

Sample was collected on the basis of non-probabilistic convenience sampling method. The population in this study comprise of customer who loves branded shops. It is decided to choose in order to collect the data a through online survey structured questionnaire was farmed Questionnaires were distributed amongst the sample of 150 But received 142 customers respondents of shopping mall in October, 2018. The data was collected tying a survey and interpretation through to check the reliability of the data Cronbach's alpha test was applied in order to find out the most preferable CRM practices branded shops view point Sample percentage method and one way ANOVA analysis was applied.

HYPOTHESES

H₀₁: There is no significant difference on CRM practices towards branded shops and Gender

H₀₂: There is no significant difference on CRM practices towards Branded shops and Age

H₀₃: There is no significant difference on CRM practices towards branded shops and Education

H₀₄: There is no significant difference on CRM practices towards organized branded shops and Income

Table: 1 Gender

Gender	Number of respondents	%
Male	85	59.9
Female	57	40.1
Total	142	100

The above table Reveals the out of the 142 respondents 85 (59.9%) are male and 57 (40.1%) are female

Table: 2 Age

Age	No. of Respondents	%
17-25	46	32.4
26-35	47	33.1
36-45	28	19.7
46-60	13	9.2
Above 60	8	5.6
Total	142	100

The above table shows the age group of the respondents, out of 142, 17-25 age group are 46 (32.4%), 26-25 (33.1%), 36-45 (19.7%), 46-60 (9.2%) above 60 are 8 (5.6%) it clearly indicates the young age groups are visiting shops for branded apparels compare to the middle and old age group

Table: 3 Educations

Qualification	No. of Respondents	%
Undergraduate	15	10.6
Graduate	57	40.1
Postgraduate	70	49.3
Total	142	100

The above table reveals the educational qualification of respondents, Undergraduates are 15 (10.6%), graduates 57 (40.1%), Post graduates are 70 (49.3%). It clearly showing that educated people are going more for branded apparels than the low educated and uneducated.

Table: 4 Monthly Incomes

Income	No. of Respondents	%
Less than 10000	8	5.6
10000 – 20000	36	25.4

20001 – 30000	41	28.9
30001 – 40000	23	16.2
40001 – 50000	20	14.1
Total	142	100

Most of the respondents belong to the income groups of less than Rs 10,000 (5.6%), Rs 10,000-20,000 (25.4%) Rs. 30001,-40000 (16.2%), Rs. 40001,-50000 (14.1%) the sample mostly represents the middle class income preferred to visit branded shops

Table: 5

One –way ANOVA test for significant difference between gender on the variable of CRM practices towards Branded shops

		N	Mean	Sum of Squares	df	Mean Square	F	Sig.
Consumer promotional	Between Groups	86	3.4882	0.066	3	0.066	0.19	0.663
	Within Groups	56	3.4439	48.475	139	0.349		
	Total	142	3.46605	48.542	142			
Customer Services	Between Groups	86	3.4706	0.093	3	0.093	0.22	0.64
	Within Groups	56	3.5521	58.973	139	0.424		
	Total	142	3.51135	59.066	142			
Activities of outlet employees	Between Groups	86	3.5729	0.364	3	0.364	0.83	0.364
	Within Groups	56	3.4617	60.873	139	0.438		
	Total	142	3.5173	61.237	142			
Outlet presentation	Between Groups	86	3.359	0.006	3	0.006	0.01	0.912
	Within Groups	56	3.8422	70.007	139	0.504		
	Total	142	3.6006	70.013	142			
Loyalty programs	Between Groups	86	3.8475	0.038	3	0.038	0.08	0.781
	Within Groups	56	3.6338	67.94	139	0.489		
	Total	142	3.74065	67.978	142			
Customer satisfaction and retention	Between Groups	86	3.6472	0.936	3	0.936	1.83	0.178

	Within Groups	56	3.8196	71.087	139	0.511		
	Total	142	3.7334	72.023	142			

From this ANOVA table 5 The Analysis of Variance test is applied to test for significant difference among the different gender for each influencing factor separately. The results of the ANOVA are given in the above table. It is found from the results of ANOVA that influencing CRM practices factors Consumer promotional tool, Customer services at malls, Activities of outlet employees, outlet presentation, Loyalty programs, Customer satisfaction and retention do not differ significantly among the respondents of the different age groups. Hence, the null hypothesis with respect to all the six influencing factors is accepted.

Table: 6

**One –way ANOVA test for significant difference age on the variable of CRM practices
towards Branded Shops**

		Sum of Squares	Df	Mean Square	F	Sig.
Consumer promotional	Between Groups	0.663	5	0.166	0.474	0.76
	Within Groups	47.913	137	0.35		
	Total	48.575	142			
Customer Services	Between Groups	2.627	5	0.657	1.587	0.18
	Within Groups	56.688	137	0.414		
	Total	59.316	142			
Activities of outlet employees	Between Groups	0.816	5	0.204	0.461	0.76
	Within Groups	60.672	137	0.443		
	Total	61.488	142			
outlet presentation	Between Groups	0.926	5	0.232	0.457	0.77
	Within Groups	69.441	137	0.507		
	Total	70.368	142			
Loyalty programs	Between Groups	1.133	5	0.283	0.579	0.68
	Within Groups	67.001	137	0.489		
	Total	68.134	142			
Customer satisfaction and retention	Between Groups	0.205	5	0.051	0.098	0.98
	Within Groups	71.926	137	0.525		
	Total	72.132	142			

From this ANOVA table 6 the Analysis of Variance test is applied to test for significant difference among the different age groups for each influencing CRM practices factor separately.

The results of the ANOVA are given in the above table. It is found from the results of ANOVA that influencing factors Consumer promotional tool, Customer services at outlets, Activities of outlet employees, outlet presentation, Loyalty programs, Customer satisfaction and retention do not differ significantly among the respondents of the different age groups. Hence, the null hypothesis with respect to all the six influencing factors is accepted.

Table 7: One –way ANOVA test for significant difference education on the variable of CRM practices towards Branded shops

		Sum of Squares	df	Mean	F	Sig.
Consumer promotional	Between Groups	0.214	3	0.107	0.308	0.735
	Within Groups	48.361	139	0.348		
	Total	48.575	142			
Customer Services	Between Groups	0.115	3	0.058	0.135	0.874
	Within Groups	59.201	139	0.426		
	Total	59.316	142			
Activities of outlet employees	Between Groups	0.097	3	0.048	0.11	0.896
	Within Groups	61.391	139	0.442		
	Total	61.488	142			
outlet presentation	Between Groups	2.656	3	1.328	2.726	0.069
	Within Groups	67.712	139	0.487		
	Total	70.368	142			
Loyalty programs	Between Groups	0.296	3	0.148	0.303	0.739
	Within Groups	67.838	139	0.488		
	Total	68.134	142			
Customer satisfaction and retention	Between Groups	2.521	3	1.261	2.517	0.084
	Within Groups	69.61	139	0.501		
	Total	72.132	142			

From this ANOVA table 7, it is observed that the sig calculated are .735, .874, .896, .015, .069, .739, .084 for all the influencing CRM practices factors which are greater than the significant ($P > 0.05$) and so it is not significant. the hypothesis formulated is accepted and it is inferred that there is no significant difference among the different educational qualification of the respondents on the influencing CRM practices factors in branded shops at Karimnagar district.

Table: 8 One –way ANOVA test for significant difference Income on the variable of CRM practices towards Branded shops

		Sum of Squares	df	Mean Square	F	Sig.
Consumer promotional	Between Groups	1.888	6	0.378	1.100	0.363
	Within Groups	46.688	136	0.343		
	Total	48.575	142			
Customer Services	Between Groups	1.089	6	0.218	0.509	0.769
	Within Groups	58.226	136	0.428		
	Total	59.316	142			
Activities of outlet employees	Between Groups	2.822	6	0.564	1.308	0.264
	Within Groups	58.666	136	0.431		
	Total	61.488	142			
outlet presentation	Between Groups	3.515	6	0.703	1.4300	0.217
	Within Groups	66.853	136	0.492		
	Total	70.368	142			
Loyalty programs	Between Groups	3.351	6	0.670	1.407	0.226
	Within Groups	64.783	136	0.476		
	Total	68.134	142			
Customer satisfaction and retention	Between Groups	3.873	6	0.775	1.543	0.180
	Within Groups	68.259	136	0.502		
	Total	72.132	142			

From this ANOVA table 8 , it is observed that the sig calculated are for all the influencing .363,.769, .264, .486, .217, .226, .180,CRM practices factors which are greater than the significant ($P > 0.05$) Hence, they are insignificant and so the above stated null hypothesis has been accepted.

Table: 9

NO.	Hypotheses	Results	Tools
H1	There will be significant variance in opinion on CRM practices towards Branded shops among the Gender group	reject	ANOVA one way
H2	There will be significant variance in opinion on CRM practices towards Branded shops among the Age group	reject	ANOVA one way
H3	There will be significant variance in opinion on CRM practices towards Branded shops among the Education	reject	ANOVA one way
H4	There will be significant variance in opinion on CRM practices towards Branded shops among the Education	reject	ANOVA one way

5. Conclusion

The CRM practices are important variables in the success of the Branded shops. The study has identified the variables influencing customer satisfaction. It can be understood consumer promotional tool, customer services at outlets and high variance in explaining towards services offered by outlet retailers at branded shops at Karimnagar. The outlets should see in implementing the Activities of outlet employees and loyalty programs variables for enhanced satisfying to go for shopping to build a long-term relationship with services provided by outlet customers. Outlet retailers should take in to consideration and understanding the customers touch points related to services offered by branded shops. Even through the outlet retailer were making adequate efforts there are some factors where the salient or unsatisfied services levels are make clear and improve some measures those levels to bridge the gap to built long term relationship enhances customers satisfaction and offers a pleasant shopping experiences when the customers are visiting branded shops. Today “ customers is important person “services offered by outlet retailers play a major role in meeting customers’ expectations and perception make comfortable better shopping in branded outlets.

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