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A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO VASANTH@CO

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ABSTRACT

The objective of the study is to know the customer expectation and relationship in the Vasanth@Co. The time constraint is the major limitation of the study. A descriptive research design was used to gain an insight into customer's perception about the services offered by Vasanth @Co. Based on the information collected this findings and suggestion are given. To conclude this Customer is the king for any business so maintaining good relationship with the customer lead to success in business.

Key words : Customer relationship, Customer preference & satisfaction

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INTRODUCTION

Relationships are as old as mankind. We all are part of one relationship or the other. We do develop relationship at every stage of our life right from our birth with our family till we take the last breath. We continue some relationship for long while some other relationships are broken midway. Relationship has been studied by sociologists, social psychologists, anthropologists, philosophers and many other people. Business community in India since long has been relying upon relationships for business growth. Even today, it is widely prevalent among the Indian business fraternity. Some communities in India have been very successful in business because they are smart enough to sustain relationship while some others not. So, relationships in general and with customer in particular have always been a key for growth of business.

Developing close, cooperative relationship with customers is more important in the current of intense competition and demanding customers than it has been ever before. Many scholars are interested in strategies and processes for customer classification and selectivity; one – to –one relationships with individual customers; key account management and customer business development processes; frequency marketing, loyalty programmers, cross- selling and up- selling opportunities; and various forms of partnering with strategic alliances. A majority of these promises are to individualize and personalize customer relationships by providing vital information at every point of customer interface.

INDUSTRY PROFILE

Retail is the sale of goods and services from individuals or businesses to the end-user. Retailers are part of an integrated system called the supply chain. A retailer purchases goods or products in large quantities from manufacturers or directly through a wholesaler, and then sells smaller quantities to the consumer for a profit. Retailing can be done in either fixed locations or

online. Retailing includes subordinated services, such as delivery. The term "retailer" is also applied where a service provider services the needs of a large number of individuals, such as a public utility, like electric power.

Shops may be on residential streets, streets with few or no houses or in a shopping mall. Shopping streets may be for pedestrians only. Sometimes a shopping street has a partial or full roof to protect customers from precipitation. Online retailing, a type of electronic commerce used for business-to-consumer (B2C) transactions and mail order, are forms of non-shop retailing.

Shopping generally refers to the act of buying products. Sometimes this is done to obtain necessities such as food and clothing; sometimes it is done as a recreational activity. Recreational shopping often involves window shopping (just looking, not buying) and browsing and does not always result in a purchase.

COMPANY PROFILE

We Vasanth @ co are a home furnishings manufactures established in 1985 are located in the texcity of India – Karur, Tamilnadu the complete infrastructures in producing all sorts of home furnishings product. We are a strong dedicated team working for success with a factory space of around 25000 sq.ft.for checking and packing. We have a string base for dying a weaving. We have a capacity of doing Rs 1 crore volume orders at a time. We are in the business for more than two decades.

Product

Kitchen items like kitchen towel, mitt oven, pot holder, apron, bread basket, dish cloth, sobs and other items. Other products like table cloth table cover, throw ouilt, fabric napkin, cushion, cover, screen, voile items, bed linen and other items.

Facing History and Ourselves

ONLINE SEMINARS engage participants in variety activities, including reading materials, viewing video clips, creating journal entries, and participating in online facilitated discussion forums. Participants are expected to complete approximately four hours of work each week at their own pace. A graduate credit option is available for our online seminars. We also offer a limited number of scholarship based on need.

ONLINE WORKSHOPS are rich learning experiences on a variety of resources and themes. Like our online seminars, the workshops are facilitated by experience facing history staff and offer participants strategies and ideas on bringing our materials into their classroom. Participants are expected to complete approximately two to four hours of work during the workshop inners

ONLINE SELF-PACED WORKSHOPS allow you to work at your own pace. Unlike the one-to-two-week online workshops or our online seminars; you might not be proceeding through the self-paced workshop on a specific schedule with a specific group of participants. Finding the time to complete the approximately four hours of activities is entirely u to you. Facilitators will be on hand to monitor the message boards and review your journal entries, which you submit when you have completed the workshop.

STATEMENT OF THE PROBLEM

Vasanth@Co in a developing industries but many research has not been done even though there are many showroom in and around Thoothukudi city. Most of the people like to go to Vasanth@Co showroom in thoothukudi, because of its heritage popularization. Most of the products available in the showroom are not order quality control, and lacks in advertisement. So my project is to analyze the problem and provide them valuable suggestions.

OBJECTIVES OF THE STUDY

- ❖ To study the customer relationship management of Vasanth@Co.
- ❖ To study the customer preference towards Vasanth@Co.
- ❖ To study how the relationship is maintain with the consumers.
- ❖ To study the different varieties of products offered in Vasanth &co.
- ❖ To find out the customer reasons for their preference towards Vasanth@Co.
- ❖ To study about the consumers problems and consequences while purchasing at Vasanth@Co.

RESEARCH METHODOLOGY

Descriptive research design was used to gain a knowledge regarding the service offered by Vasanth@Co.

The primary research through field survey to collect data (quantitative research) by random sampling technique and through questionnaire, which consist of both closed and open ended questions asked to the respondents

DATA COLLECTION METHOD

Primary data were collected from fifty customers of Vasanth@Co for the collection of primary data, an interview schedule was developed before its application among respondents presetting was carried out after allowing the structured questionnaire on the results of presetting it was make a sample to customer survey.

The secondary data were collected from news paper, website, office records and journals.

TOOLS USED FOR DATA ANALYSIS

Data collected was analyzed, tabulated and percentages were calculated using tables and bar graphs for the purpose of easy understanding

- Sampling method : convenient sampling method
- Sampling units : customer
- Sampling size : Number of respondents is 50
- Research Method : personal interview, observation method.
- Research instruments: Structured questionnaire is used as an instrument, to collect valid primary data.
- Sampling tool: average tool

DATA ANALYSIS AND INTERPRETATION

Table 1

Reason for visiting Vasanth & co

Reason for visiting	No of Respondents	% of Respondents
Quality	28	56
Price	3	6
Cheap & Best	16	32
Others	3	6
Total	50	100

Source: Primary data

Table 2

Type of brand purchase

Type of Brand	Respondent	Percentage
LG	8	16
Samsung	20	40
Godrej	10	20
Others	12	24
Total	50	100

Source: Primary data

Table 3

Customer Like to Purchase in Vasanth & Co

Type of Things	No of Respondents	% of Respondents
TV	20	40
Refrigerator	19	38
Washing Machine	7	14
Others	3	6
Total	50	100

Source: Primary data

Table 4

Visiting Period in Vasanth & co

Visiting Period	No of Respondents	% of Respondents
Monthly Once	8	16
Yearly Once	1	2
Festival Seasons Only	35	70
Rare Visit	36	12
Total	50	100

Source : Primary data

Table 5

Satisfying factor of Vasanth & co

Reason For Famous	No of Respondents	% of Respondents
Price	5	10
Good Response	7	14
Different varieties	27	54
Quality Of Product	11	22
Total	50	100

Source: Primary data

Table 6

Salesman Service in the Shop

Salesman Service	No. Of Respondent	% of Respondent
Excellent	12	24
Good	20	40
Average	10	20
Bad	8	16
Total	50	100

Source: Primary data

Table 7

Salesman Service in the Shop

Salesman Service	No. Of Respondent	% of Respondent
Excellent	12	24
Good	20	40
Average	10	20
Bad	8	16
Total	50	100

Source: Primary data

Table 8

Salesman Service in the Shop

Salesman Service	No. Of Respondent	% of Respondent
Excellent	12	24
Good	20	40
Average	10	20
Bad	8	16
Total	50	100

Source: Primary data

Table 9

How often do you Visit Vasanth & Co

Often their visiting	No of Respondents	% of Respondents
Monthly Once	5	10
Yearly Once	10	20
Festival Seasons	20	40
Rarely	15	30
Total	50	100

Source: Primary data

FINDINGS

- ❖ Women's give most preference to purchase in Vasanth@co.
- ❖ Most of the customers visit Vasanth@co only during festival season.
- ❖ 56% of customers prefer Vasanth@co for the quality of customers.
- ❖ The purchase time taken by the customers is 1-2hrs.
- ❖ 51% of customers visit Vasanth@co during festival time..
- ❖ Majority of the customers are debit & credit card.
- ❖ Mostly 69% of the educated customers prefer to go at Vasanth@co.
- ❖ The customers most prefer washing machine and Refrigerator during their purchase.
- ❖ Vasanth@co advertisements intend the customers to visit.
- ❖ LG brand is preferred by the customers.
- ❖ It is found that 94% of the customers are satisfied with billing service.
- ❖ Most of the customers who visit Vasanth@co, monthly income is >10000.
- ❖ Married customers visit Vasanth@co.

SUGGESTION

- Vasanth @co can fix a reasonable price so that all segments of people can purchase.
- A good strategy can be maintained to create a good rapport with the customers.
- They can change the media of advertisement to attract more number of customers
- Attractive gifts can be given for the customer whose purchase is above Rs 1, 00,000.
- The brand which is preferred by the customers, those products can be made available in huge varieties.
- Training can be given to their employees regarding serviceability.

CONCLUSION

The project helped me to know how to create customer relationship and maintain it.

The data was collected from various sources and also through the tools like questionnaire and relevant interaction with Manager of Vasanth & Co, Thoothukudi and relevant interaction with concerned person. The need was identified in the form of findings and suitable suggestions were put forth in the form of suggestions.

To conclude this maintaining good relationship with the customer leads to every business a great success

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