



A STUDY ON IMPACT OF CRM PRACTICES TOWARDS BUSINESS TO BUSINESS MARKETING WITH REFERENCE TO INDIA MART IN COIMBATORE

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Abstract

In the present finicky market, clients will make do with nothing less. The client has come to acknowledge fairly belatedly that he is the lord. The client's decision of one element over another as his central bank is dictated by contemplations of service quality as opposed to some other factor. The subject of service quality has excited extensive ongoing enthusiasm among agents and scholastics. Obviously, purchasers have dependably been worried about quality, however the expanding, aggressive market for some, services has driven shoppers to end up more specific in the services they pick. Conceptualizing the quality of services is more intricate than for products. In view of the nonappearance of substantial appearances, estimating service quality can be troublesome, however there are conceivable research approaches. Extensive models of service quality and their impediments can be contemplated. Seeing exactly what measurements of quality are of significance to clients isn't generally simple in their assessment procedure. It isn't adequate for organizations to set quality models as per misinformed suspicions of clients' desires. A further issue in characterizing service quality lies in the significance which clients frequently connect with the quality if the service supplier is particularly from its service offers - the two can't be isolated as promptly as on account of merchandise. At last, issues, identifying with the setting of quality gauges and usage of quality administration ought to be considered.

Keywords :

CRM, Quality of Service, Review

1.1 INTRODUCTION TO THE STUDY

Service quality is an engaged assessment that mirrors the client's impression of particular measurements of service: unwavering quality, responsiveness, confirmation, Empathy, physical assets. Fulfillment, on the other hand, is more comprehensive: it is impacted by view of service quality, item quality, and cost and also situational elements and individual elements. Service quality influences consumer loyalty by giving execution (genuine advantages). For instance, if buyers trust they have entered the McDonald's eatery, they will get nourishment, service, excellent wherever the same, regardless of the area of the eatery, set forward. The formation of consumer loyalty can give a few advantages, including the connection amongst organizations and shoppers are agreeable, giving a decent premise to the buy and re-production of client unwaveringness, and shape a proposal by listening in on others' conversations that can profit the organization.

1.2 THEORETICAL BACKGROUND

Quality of service is a wide term that is utilized as a part of both client mind assessments and in innovative assessments. In the two applications, the quality of service needs to run with estimating the frequency of blunders inside a procedure that outcome in the production of issues for an end client. The objective of any quality of service assessment is to limit the occurrence of transmission issues and the blunder rates that may come about.

❖ Service Quality Dimensions

❖ Reliability

❖ Responsiveness



- ❖ Assurance
- ❖ Empathy
- ❖ Tangibles
- ❖ Measuring Service Quality

1.3 STATEMENT OF THE PROBLEM

Even though the company has established in the customers minds as India mart, they regularly measure their quality of service rendered by them to their customers. But at present few more competitors have entered into the service industry. Under this circumstance India mart is much interested in knowing about their quality of service towards customer satisfaction. Hence the study is conducted by the researcher.

1.4 OBJECTIVES OF THE STUDY

The objective of the study is as follows:

- To study the essential service quality dimensions of India mart and its effect on customer's satisfaction.
- To find out the perception of consumers about the quality of service provided with various aspects of the company. .
- To know which quality dimension of the firm is performing well.
- To identify which dimension of service quality needs improvement so that the quality of service of India mart will be enhanced.

1.4 NEED OF THE STUDY

The study is about analyzing the quality of service in India mart. And based on the research the need of the study is to analyse the quality after selling their product in the market and making the clients satisfied about the product and service rendered by the company.

1.5 SCOPE OF THE STUDY

- ❖ The scope of this research is to identify the service quality of India mart.
- ❖ This research is based on primary data and secondary data.
- ❖ This study only focuses on the dimensions of service quality i.e. Rater. It aims to understand the skill of the company in the area of service quality that are performing well and shows those areas which require improvement.

1.6 LIMITATIONS OF THE STUDY

- ❖ This project is based on last 6 weeks service strategy of India mart. Conclusions and recommendations are based on such limited data.
- ❖ Respondent's biases may be one of the factors which limit the study.
- ❖ Time acts as one of the constraint limits the study

1.7 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying new research is done scientifically. Research is never ending process. In most instances, a research project designed to answer one series of questions produces a new set of questions no one thought of before.

Sources of data

The researcher makes use of both Primary data and Secondary data for research analysis. The primary data, is gathered through sample survey, observation and personal interview methods. Secondary data is available in the form of published information and company reports and internet. These data are combined for purpose of research analysis and test of hypothesis.



Research design

The plan and structure of research enquiry has been formulated by the researcher to obtain answers to research objectives. This research plan constitutes the overall program of the research process. The planning process includes the framework of the entire research process, starting from developing the hypothesis to the final evaluation of collected data. Before designing a research, it is very important to select an appropriate and specific research design approach. This research is designed by using the approach of 'Exploratory studies' as it carries out to make problem suited to more precise investigation and/or to frame a working hypothesis from an operational perspective.

Sampling technique

As large population size is taken for the study convenience sampling technique is chosen as sampling method for the study.

Sample size:

As the population size of the district is large a total of 157 was chosen as sample size for the data collected towards the study.

Statistical tools used

- Percentage analysis
- Chi-Square Test
- Oneway Anova

II. REVIEW OF LITERATURE

C Dharmaraj and J Clement Sudhahar(2016) led an investigation on "Brand inclination Factors of bicycle an observational evaluation" and analyzes This paper completes an exhaustive report on distinguishing the fundamental variables of brand inclination for traveler bicycle and refines the components that impact the brand inclination in India deliberate exertion at concentrate the shoppers mark inclination bicycle in India and tended to the primer issues identified with the area of a brand .the item execution elements of the bicycle brands overwhelm the inclination of clients in view of their financial status

R. Saravanan et.al., (2015) in their examination analyzed that Total Quality Management is an incorporated way to deal with administration that constantly enhances the quality of items and services to accomplish consumer loyalty. Despite the fact that scientists all through the world have created different models to gauge service quality.

III. PROFILE OF THE COMPANY

Built up in 1995, India mart has secured a firm a dependable balance in the real bequest showcase. In the present situation of a swarmed real home market, it takes a ton, as far as market information, ability, and certainty to think of a spearheading idea, for example, India mart's Bungalow Apartment. In building homes to satisfy your fantasies, India mart is driven by its feeling of style, tender loving care, and the enthusiasm to imbue your home with positive vitality. Having effectively observed through various undertakings over the span of two decade's activities that bear declaration to such capacities, India mart can unhesitatingly guarantee theforthcoming homebuyer, "enduring bliss."

India mart is acutely mindful that satisfying its "straight street to enduring bliss" guarantee isn't just a colossal duty yet in addition involves carrying an intense obligation. Given India mart's profundity of learning and aptitude in each region of property improvement, it is a guarantee India mart can satisfy with sureness. At India mart, quality at each progression is the watchword. Starting with site determination, it covers each stage and each part of a venture— building design and particulars, basic steadiness, and material; blend of condo composes; vastu consistence; money related dealings (please allude our "Say No to Cash" area); careful documentation; directly through to on-time conveyance. With India mart the client is genuinely on "the straight street to enduring joy." Worked



to last; worked for "enduring satisfaction" over the span of 20 astounding years, India mart Properties Pvt. Ltd. has, during the time spent building 2.5 million Sq. ft. of space, earned for itself an incomparable notoriety—that of charming itself to its clients by giving condos that are worked to last, worked for "enduring joy." It is the climax of clinging resolutely to an arrangement of reasonable business rehearses and a zero-trade off mentality toward quality, be it area, material, complete, or style.

IV. DATA ANALYSIS AND INTERPRETATION

CHI SQUARE TEST

1. Demographic profiles and courtesy of servicing

The hypothesis framed for analyzing the relationship between demographic profiles and courtesy of servicing.

H0: There is no significant relationship between demographic profiles and courtesy of servicing.H1:

There is significant relationship between demographic profiles and courtesy of servicing.

		Courtesy in servicing					Total
		Excellent	Very good	Good	Average	Poor	
Gender	Male	40	43	17	11	6	117
	Female	9	14	5	5	7	40
Total		49	57	22	16	13	157

		Courtesy in servicing					Total
		Excellent	Very good	Good	Average	Poor	
Age	Below 25	11	16	3	6	4	40
	25-30	5	5	2	2	0	14
	31-35	30	28	13	7	6	84
	35 and above	3	8	4	1	3	19
Total		49	57	22	16	13	157

		Courtesy in servicing					Total
		Excellent	Very good	Good	Average	Poor	
Occupation	Businessman	43	51	21	14	12	141

	Employee	6	6	1	2	1	16
Total		49	57	22	16	13	157

		Courtesy in servicing					Total
		Excellent	Verygood	Good	Average	Poor	
Annualincome	Less than100000	6	8	2	1	2	19
	100000-200000	21	25	11	3	4	64
	200000-300000	9	14	8	5	5	41
	300000 andabove	13	10	1	7	2	33
Total		49	57	22	16	13	157



Demographic Profile	P value	Chi square value	Result
Gender	7.209	0.125	Accept
Age	9.408	0.668	Accept
Education	1.181	0.881	Accept
Income	14.768	0.254	Accept

INTERPRETATION

The above table shows the chi square value of demographic profile and courtesy of servicing. Here if the significance level is above (0.05) then null hypothesis is been accepted. In age, gender, education, and income the significance level is above .05, so there is no significance relationship between demographic profile and courtesy of servicing. So there is no need of accepting the variables in the decision making process of the company.

ONEWAY ANOVA

Comparison between frequency of making supply and dimensions used for the study H0:

There is no significant relationship between frequency of making supply and dimensions used for the study

H1: There is a significant relationship between frequency of making supply and dimensions used for the study

Descriptive

		N	Mean		
Basic supplier development	Weekly	4	2.6700	1.002	.394
	Monthly	4	3.0000		
	Quarterly	84	2.7507		
	Per annum	58	2.8945		
	Total	150	2.8108		
Supplier performance of the company	Weekly	4	3.2500	1.834	.144
	Monthly	4	3.2500		
	Quarterly	84	2.7708		
	Per annum	58	2.6767		
	Total	150	2.7600		
Supplier management orientation.	Weekly	4	3.2500	.661	.578
	Monthly	4	2.7500		
	Quarterly	84	2.9196		
	Per annum	58	2.8319		
	Total	150	2.8900		
Level of satisfaction towards tangibility	Weekly	4	2.7500	3.101	.029
	Monthly	4	4.2500		
	Quarterly	84	3.2411		
	Per annum	58	3.2716		
	Total	150	3.2667		
Level of satisfaction towards	Weekly	4	3.1300		

reliability	Monthly	4	2.1300	2.896	.037
	Quarterly	84	3.1048		
	Per annum	58	3.1197		
	Total	150	3.0852		
Level of satisfaction towards responsiveness	Weekly	4	3.5000	.792	.500
	Monthly	4	3.2500		
	Quarterly	84	3.0030		
	Per annum	58	3.0776		
	Total	150	3.0517		
Level of satisfaction towards empathy	Weekly	4	2.0000	2.968	.034
	Monthly	4	3.2500		
	Quarterly	84	3.0982		
	Per annum	58	2.8750		
	Total	150	2.9867		

Interpretation

The above table shows about the significant relationship between frequency of making supply and dimensions used for the study were the mean value was high with persons who are making supply weekly with the dimensions supplier performance of the company (3.25), Supplier management orientation (3.25), level of satisfaction towards responsiveness (3.50). The mean value was high with persons who are making supply monthly with the dimensions supplier performance of the company (3.25) and level of satisfaction towards empathy. The mean value was high with persons who are making supply per annum with the dimension level of satisfaction towards tangibility.

It shows that there is a significant relationship between frequency of making supply and level of satisfaction towards tangibility (0.029), level of satisfaction towards reliability and level of satisfaction towards empathy. It reveals that while taking decision on these dimensions the factor frequency of making supply should be taken for decision making process of the study.

V. FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS

- Highest number of people is male in this serve.
- Maximum of people are in the age group of 31-35 in this serve.
- Maximum number of people income is 100000-200000 in this serve.
- Most of the people says they own rotor/blade unit in this serve.
- Maximum of the people says they referred India mart through website.
- Maximum of the people says they customer of India mart for past 3-4 years.
- Most of the respondents says good to the appearance of the website.
- Maximum of the people says excellent to the availability of pamphlets regarding service specification.
- Highest number of people says excellent to the professional appearance of the sales persons/service persons.

5.2 SUGGESTIONS

- Maximum of the customers quit their position from the company in a short span and the company has to take some remedy measure for controlling the turnover of clients from the company.



- Maximum of the client said that they get know about the company through website so if the company tries to promote the website further then the client base can be increased.
- Using 360-degree videos or photos like below are a good way to change up your post types. Maybe there's a balcony that has an excellent view or a wide open floor plan that would benefit from a 360-degree photo.
- As a real estate agent, the company need to build trust with your clients. If you share blogposts, write articles, publish info graphics and offer free information to help your clients, they'll begin to trust your expertise. Offering free advice without pushing your services is an easy tactic for building trust.

CONCLUSION

Quality of service is a broad term that is used in both customer care evaluations and in technological evaluations. In both applications, the quality of service has to go with measuring the incidence of errors within a process that result in the creation of issues for an end user. The goal of any quality of service evaluation is to minimize the incidence of transmission issues and the error rates that may result. The conclusion is that the company is performing well as a whole but employee training is needed for the development of the company and also for reducing the client turnover ratio due to after sales service

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