



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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CUSTOMER RELATIONSHIP MANAGEMENT IN RETAILING WITH SPECIAL REFERENCE TO FAST MOVING CONSUMER GOODS IN ERODE DISTRICT, TAMILNADU, INDIA

DR. T. VETRIVEL

PROFESSOR

DEPARTMENT OF MANAGEMENT SCIENCES (MBA)

VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY

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ABSTRACT

The most challenging aspect in a business, especially in a business that is highly dependent on the turnout of the volume of customers to a business organization, is attracting the customers and retaining them throughout. A Customer Relationship Management (CRM) system offers a solution to this challenge by scientifically analyzing the dimensions of this challenge and by enabling the business organizations, understand the complicated, multifaceted nature of its customers. Consequently, business organizations can evolve strategies based on the data of the above to attract the customers and retain them as well, by supplying them their wants and needs on analyzing the customers' business relationship with the business organization. CRM highlights the importance of using Information Technology in creating, maintaining and enhancing customer relationships. Thereby, the purpose of this study is to describe CRM and assess the possible ways of realization of CRM in a particular business segment namely retailing by using a CRM system. Particularly, the case of retail business organizations selling Fast Moving Consumer Goods(FMCG), with special reference to Erode district, Tamilnadu state, India are taken up for this study, from where both secondary and primary data are collected, from the retailers as well as customers, and have been used for analysis. The analysis is based on the empirical findings, as well as on the theoretical frame work for this study. The research in this study is considered descriptive. The Findings and Conclusion were drawn at the end of the research report. Necessary Suggestions were also given by the researcher in this study.

KEYWORDS:

Retailing, Customer, FMCG, Business, Erode.

INTRODUCTION

The most challenging aspect in a business is attracting the customers and retaining them throughout the period. A Customer Relationship Management (CRM) system offers a solution to this challenge by scientifically analyzing the dimensions of this challenge and by enabling the business organizations understand the complicated, multifaceted nature of its customers. Consequently, business organizations can evolve strategies based on the data of the above to attract the customers and retain them as well, by supplying them their wants and needs on analyzing the customers' business relationship with the business organization. This can make both the organization and the customers feel satisfied to their optimum level of satisfaction in their mutual business interaction. To sustain or survive and grow, business organizations find new ways of thinking which has led to new approaches, and has emerged in marketing research.

New technologies for distributing and collecting information have affected both companies and customers. Customers are continuously informed about products through different modes of communication. CRM highlights the importance of using Information Technology in creating, maintaining and enhancing customer relationships. However, it is not hassles free and there is a need to develop a better understanding of CRM and of how business concerns can use a CRM system to successfully ascend in business by wisely managing the data about the relationship between the customers and the business concern, largely depending upon the data pertaining to a particular business domain that could be effectively gathered.

Furthermore, this study will show that companies have a need for CRM functionality to support the Marketing, Sales, Order, Production, and Service Process. CRM functionality can be divided into three main categories which are Marketing Automation, Sales Force Automation, and Customer Service & Support where each category comprises a number of different functional groups. The fact that companies are operating within the service or production industry doesn't seem to imply that the need for CRM functionality differs noticeably. However, there are several other aspects that seem to have an influence on the needs, such as the stage in the CRM development process, and the process-orientation of the organizations.

IT affects business activities in many different ways. Primarily, it can facilitate communication, information sharing and collaboration processes with customers and within a company or network.

NEED FOR THE STUDY

In the Indian market, Customers are supposed to be treated as kings, following the business dictum given by the Father of this nation Mahatma Gandhi, who pointed out that 'A shop keeper should not think that he is doing any service to a customer, but he shall always remember that only the customer is doing a service to the shop keeper by giving him an opportunity to do business with him'. As the nation prospers, and as the business expands with increasing competitiveness among the business players of a business domain this dictum gains more value since such customer-focus would not only fetch more profit but also would infuse some ethics and spirituality in business in the present cut-throat competitive scenario of business. Customer role is considered as the first requirement of business now. Therefore, every business concern is giving utmost importance to the customers' needs and wants, their immediate requirements, customers' perception on the products and its usage frequency. Due to increase in the level of education, exposure and the resultant expectations, most of the customers look for excellent quality in products and moderate price for them. They also seek the promotional offers like gift vouchers, extra contents added to the originally purchased item, price-off and attachment coupons, etc. as they believe the seller can afford to and the customers are worthy of it while they repeatedly shall have to do business with a seller.

The FMCG sellers normally do not and, in fact, cannot have a reliable customer data as they can do in other businesses like hotel industry, electronic goods suppliers/sellers, car and automobile agencies and real estate dealers etc. since the data of the customers are obligatorily obtained for some reason or the other in such businesses. Many of them either do not have any such data or know how to obtain any such data for the purpose of CRM, though all the retailers are selling the products with a focus on the customers' expectations. It is not known how far the customers' expectations are met by the retailers. To fill the void, this study is taken up, albeit in a smaller area, viz., Erode district as a descriptive endeavor.

STATEMENT OF THE PROBLEM

In today's world, the scope and use of Fast Moving Consumer Goods have expanded to such an extent that it is now claimed that this is considered to be the world's largest Industry with high rate of employee strength, and that which bring in a lot of revenue to the countries. On the other hand, the increased online price/product transparency and the new e-business modes (eg: Online trading) enhance customers' purchasing decision, scope, powers, who are becoming more price sensitive, less brand loyal, more sophisticated and experience seekers.

The Consumer Products are experiencing increased globalization (from imported Dates, Soaps, stationery items to hair dyes, inclusive of imported Chocolates and Soft drinks), and hence global competition; on the other hand, this business requires the management of higher customer turnover, the challenge of

convincing them within the shortest time they visit and transact their business, the growing customer acquisition costs and rising customer expectations. All this precisely means that the retailers' performance and competitiveness are significantly dependent on their ability to satisfy customers efficiently and effectively. Erode District, which is a business and industrial area where the per-capita income is high (famous for Oil Industry, Cotton & Textile Industry, Turmeric Industry, Sugar Industry, some Fast Moving Consumer Products and manipulations of Agricultural Products) and it contributes considerably to the revenue of the state income, Rs.3296.09 crores. This is one of the main trading centres in India. Therefore, Retailers have started having increased avenues for selling, like Mega shopping Malls, Departmental stores, etc. In the current situation, most of the retailers of FMCG fill the needs and wants of the customers. And they seriously view customers' perception and opinion, satisfactory level of customers and the problems faced by them in doing business while the customers find difficulties in selecting the products in their selected retail stores and in obtaining satisfactory services from the retailers. These are the major issues faced by the retailers with customers.

Based on the above issues the following questions are probed in the present study:

1. To what extent do the FMCG retailers concentrate in establishing a good CRM practice in Erode district?
2. What are the factors that influence the customers for repeated purchase and retention of the same retail store?
3. What are the common problems faced by both retailers and customers?

OBJECTIVES OF THE STUDY

1. To evaluate the customers' opinion and expectations in FMCG retail business.
2. To identify the level of satisfaction perceived by the customers on CRM practiced by the retailers in the study area.
3. To study the retailers' perception in retailing of Fast Moving Consumer Goods.
4. To describe the retailers' style of building relationship with customers.
5. To identify the problems faced by both retailers and customers of FMCG.
6. To suggest better ways and means for developing good customer relationship.

RESEARCH METHODOLOGY

The validity of any research depends on the systematic method of collecting the data, and analyzing the same in appropriate order. In the present study, both primary and secondary data were collected. In this study, descriptive research was used.

SAMPLE DESIGN

Sampling is the use of a subset of the population to represent the whole population. For collecting primary data, field survey technique was employed in the study. First-hand information was collected from 510 retailers and 1140 customers of Erode district. The respondents were chosen from the entire Erode district, based on the members listed in the Retailers Association in Erode District. The respondents were selected through Probability method of Random Sampling technique for Retailers' survey and non-probability convenience sampling technique was adopted for collecting data from the Customers.

DATA COLLECTION

PRIMARY DATA

The primary data were collected from the Retailers and the Customers whoever were selling and buying FMCG in Erode District. The information was gathered through personal interview method. In order to fulfill the objectives set, a sample study was undertaken by using a well-framed questionnaire that was duly filled in by the respondents. Respondents with varying background were selected based on the important aspects of their gender, age, educational qualifications, occupation, income, etc. They are all situated throughout the Erode district. The specimen of the questionnaire given to the selected sample respondents is shown in the Appendix of this thesis.

SECONDARY DATA

The primary data were supplemented by a spate of secondary sources of data. The secondary data were gathered from the records of FMCG retailers Association and Erode Collectrate. Latest information in the FMCG sector was gathered from well-equipped libraries of Bangalore, Coimbatore and Chennai. Internet web resources were also used. Also the secondary data were collected from leading journals such as *The Indian Journal of Marketing*, *Journal of Indian Management*, *Customer Relationship Management Practices and Economic Survey Report*.

TOOLS OF DATA COLLECTION

By virtue of mass data obtained from the research survey as well as the data collected from secondary sources, descriptive and analytical research were considered the most appropriate for the study. The research problems and the questionnaire were all framed accordingly. The suggestions offered in the final chapter of the present research report emerged from the inferences drawn from the study of the sample respondents (the retailers and customers of Erode dist.). The researcher used both close-ended and open-ended questions in the questionnaire to collect the necessary primary data.

APPROACH TO THE ESTABLISHMENT OF RAPPORT WITH CUSTOMERS

The difference in the extent of service among the FMCG retailers is based on their year of establishment, experience in retailing business, number of retail outlets owned and mode of purchase and mode of deliverance to customers. These factors were studied through Percentage analysis, Averages, Weighted Average Analysis, Two-Way tables, Ranges and Standard Deviation. In addition, ranking positions of the specified problems were found using Henry Garrett Ranking Method was also employed.

HYPOTHESES

1. Implementation of CRM model will increase FMCG customers' satisfaction, loyalty, and retention.
2. Personalization of services according to customers' preferences and characteristics will increase their satisfaction.
3. A good customer support and services will increase customer satisfaction and loyalty.

SCOPE OF THE STUDY

In order to describe how companies can use a CRM system, this research gives a description of how CRM functionality can be used at different steps in the sales process. Certain functionality is generally applicable and can be used at many different steps in the sales process, while some functions can be connected to a specific step. The analysis will show that the functionality included in the main functional categories is used in all phases in the sales process. And also the study will help the FMCG retailers in formulating and enforcing CRM strategies in this sector.

PERIOD OF THE STUDY

The research was conducted for a period of three and half years. The period of the study was confined to October 2009 to September 2010.

LIMITATIONS OF THE STUDY

1. Market survey was conducted only in the Erode District of Tamilnadu. Further, the survey method which was adopted for collecting the data in this study has its own limitations.
2. Only 510 retailers and 1140 customers were selected for eliciting first-hand information. In view of the time and monetary constraints involved, it was not possible to contact more than the selected number of respondents.

DATA ANALYSIS AND INTERPRETATION

TABLE NO. 1: TYPES OF CUSTOMERS PURCHASE IN RETAIL STORE

S.No.	Type of customers	Total Score	Mean score	Rank
1	House Hold People	35325	69.3	I
2	Business People	26935	52.8	III
3	Professionals	27016	53.0	II
4	Employees	25099	49.2	IV
5	Tiny Shop Owners	22192	43.5	V
6	Others	16871	33.1	VI

INTERPRETATION

It is clear from the above analysis that most of the customers are 'Household People' which ranked first by them with Garrett scores of 35325 points. The second and third places of customers are 'Professionals' and 'Business people' with Garrett scores of 27016 and 26935 points. The fourth and fifth types of customers are 'Employees' and 'Tiny shop owners' with Garrett scores of 25099 and 22192 points. The retailers opined some other type of customers also purchase products ranked as sixth with Garrett scores of 16871 points. It is concluded from the above analysis that the retailers opined most of the customers are 'Household people' and 'Professionals'.

TABLE NO. 2: RETAILERS OPINION ON THE GIVEN FACTORS OF CUSTOMERS WHILE PURCHASING THE GOODS

S.No.	Factors	Respondents Opinion			WA	Rank
		Good	Moderate	Poor		
1.	Customers Expectations	428	72	10	340	I
2.	Customers Attitude	268	222	20	211	III
3.	Customers Queries	248	154	108	193	V
4.	Customer Perception	258	210	42	206	IV
5.	Customers Knowledge on Selecting the Products	307	175	28	217	II

3 – Good, 2 – Moderate, 1 – Poor; WA – Weighted Average.

INTERPRETATION

It is divulged from the above analysis that Majority of the retailers opined about Customers Expectations are good which stands at first rank. Following that Customers knowledge on selecting the products are also found good with the weighted score of 217 ranked at second. Retailers give third rank to the Customers attitude towards the products. And the retailers gave Moderate opinion on Customer Perception and Customers Queries which stand fourth and fifth ranks. It is concluded from the above analysis that majority of the respondents opined that the customers' expectations are good.

TABLE NO. 3: RETAILERS OPINION ON THE FACTORS OF PURCHASING

S.No.	Factors	Respondents Opinion					WA	Rank
		Very Good	Good	Medium	Poor	Very poor		
1	Customer Behavior	290	127	93	0	0	149	I
2	Customer relationship with Salesmen	237	180	60	33	0	143	II
3	Queries by Customers	242	152	78	25	13	141	III
4	Deal on Customers Complaints	163	94	94	118	41	117	V
5	Post Purchasing Behavior of the Customer	160	172	97	34	47	126	IV

5 – Very Good, 4 – Good, 3 – Medium, 2 – Poor, 1 – Very Poor; WA – Weighted Average

INTERPRETATION

It is noted from the above analysis, Most of the retailers opined that Customer Behavior is very good while selecting the products in the shop. More number of retailers opined about Customer relationship with salesmen and Customers queries are very good. Few retailers opined that the customers repurchasing behavior good. And very retailers opined that dealing of customers complaints are not good which is ranked at five. It is therefore concluded from the analysis, Most of the retailers opined that Customer Behavior is very good while selecting the products in the retail store.

TABLE NO. 4: MOST PREFERRED PRODUCTS BY THE CUSTOMERS

S.No.	Products	Total Score	Mean score	Rank
1	Toiletries	27246	53.4	III
2	Soaps and Cosmetics	32558	63.8	I
3	Teeth cleaning products	28469	55.8	II
4	Shaving products and Detergents	26295	51.6	IV
5	Glassware and Light bulbs	21949	43.0	V
6	Batteries	20148	39.5	VII
7	Paper products and Plastic goods	21528	42.2	VI

INTERPRETATION

The above table clearly showed the mostly preferred products by the customers in the study area. It could be noted from the above analysis that most of the customers preferred to purchase 'Soaps and cosmetics' ranked first by them with Garrett scores of 32558 points. The second and third preferred products are 'Teeth cleaning products' and 'Toiletries' with Garrett scores of 28469 and 27246 points. The fourth and fifth products preferred by the customers are 'Shaving products and detergents' and 'Glassware and light bulbs' with Garrett scores of 26295 and 21949 points. The sixth and seventh ranks occupied by the customers are 'Paper products and Plastic goods' and 'Batteries' with Garrett scores of 21528 and 20148 points. It is concluded from the above analysis that most of the customers preferred to purchase 'Soaps and cosmetics' and 'Teeth cleaning products'.

TABLE NO. 5: REASONS FOR CUSTOMERS' PREFERENCE OF THE SHOP

S.No.	Reasons	Total Score	Mean score	Rank
1	Products Availability	33487	65.7	I
2	Low price for the Products	29755	58.3	II
3	Credit system	22656	44.4	V
4	Good Service	29071	57.0	III
5	Prompt delivery	22083	43.3	VI
6	By good relationship	22907	44.9	IV
7	Near to house	18711	36.7	VII

INTERPRETATION

The above table gives the reasons for the retail shop being preferred by the customers in the study area. It could be observed from the above analysis that most of the customers preferred the retail shop for 'Products availability' with Garret scores of 33487 points. The customers preferred the retail shop for the second and third reasons 'Low price for the Products' and 'Good Service' with Garrett scores of 29755 and 29071 points. The customers preferred the retail shop for the

fourth and fifth reasons 'By good relationship' and 'Credit system' with Garrett scores of 22907 and 22656 points. The sixth and seventh reasons are 'Prompt delivery' and 'Near to house' with Garrett scores of 22083 and 18711 points. It is concluded from the above analysis that most of the customers preferred the retail shop for the main reasons of 'Products availability' and 'Low price for the Products'.

TABLE NO.6: CUSTOMERS' OPINION TOWARDS THE RETAIL SHOP

S.No.	Towards Retail Shop	Customers Opinion					WA	Rank
		Very Good	Good	Medium	Poor	Very Poor		
1.	Retailers behavior	714	361	65	0	0	347	I
2.	Retailer's information about the product	605	427	108	0	0	337	II
3.	Customer – Retailers relations	578	452	104	6	0	335	III
4.	Product delivery	609	416	36	79	0	332	IV
5.	Quality maintenance	577	377	158	8	20	327	V

5 – Very Good, 4 – Good, 3 – Medium, 2 – Poor, 1 – Very Poor; WA – Weighted Average.

INTERPRETATION

It is found from the above table, Most of the Customers opined that the Retailers behavior is very good in the retail shop. More number of customers opined Retailers' information on the products is very good while selecting the products. More numbers of customers give third rank for Customers-retailers relations. And some Customers' opinion on Product delivery and quality maintenance stand at fourth and fifth ranks respectively. It is concluded from the above analysis that majority of the Customers opined that the Retailers behavior is very good in the retail shop.

TABLE NO. 7: CUSTOMERS OPINION TOWARDS THE SERVICES

S.No.	Towards the Services	Customers Opinion					WA	Rank
		Very Good	Good	Medium	Poor	Very Poor		
1.	Response	777	325	12	26	0	352	I
2.	Friendly approach	605	421	108	6	0	336	II
3.	Payment system	561	396	170	13	0	328	IV
4.	Delivery system	572	468	78	22	0	334	III
5.	Bills passing	613	269	234	16	8	326	V

5 – Very Good, 4 – Good, 3 – Medium, 2 – Poor, 1 – Very Poor; WA – Weighted Average.

INTERPRETATION

It is revealed from the above table, Most of the Customers opined that the Retailers give very good response towards services provided by them in the retail shop. More number of customers opined that the retailers approach friendly manner to their customers and the delivery systems are very good while purchasing them in the retail stores which stand at second and third ranks respectively. More numbers of customers give fourth rank to Payment system. And the number of customers opined about Bills passing by the retailers is moderate which stands at fifth rank. It is concluded from the above analysis that majority of the customers opined that the retailers give very good response towards services provided by them in the retail shop.

TABLE NO. 8: CUSTOMERS OPINION TOWARDS THE PRODUCTS

S.No.	Towards the Products	Customers Opinion					WA	Rank
		Very Good	Good	Medium	Poor	Very Poor		
1.	Product varieties	742	393	5	0	0	353	I
2.	Different sizes	674	384	82	0	0	344	II
3.	Package styles	609	376	143	12	0	334	III
4.	Product availability	198	837	81	12	12	308	IV
5.	Information about new products	44	652	360	16	68	267	V
6.	Information about free products	117	206	328	47	442	195	VI

5 – Very Good, 4 – Good, 3 – Medium, 2 – Poor, 1 – Very Poor; WA – Weighted Average.

INTERPRETATION

It is stated from the above analysis, Majority of the Customers opined that the Product varieties available in the retail shop are very good and which stands at first rank through weighted average score. More number of customers opined that different sizes of the products are also available and the package styles are also very good while selecting them in the retail stores which stand at second and third ranks respectively. More numbers of customers give fourth and fifth ranks for product availability and Information about new products. And the number of customers opined about Retailers' information on free products is moderate which stands at sixth rank. It is concluded from the above analysis that majority of the customers opined that the Product varieties available in the retail shop are very good in the retail shop.

TABLE NO. 9: CUSTOMERS OPINION TOWARDS THE PROMOTION STRATEGY ADOPTED IN THE RETAIL SHOP

S. No.	Promotion Strategy	Customers Opinion			WA	Rank
		Good	Average	Poor		
1	Price Discounts	836	300	4	519	I
2	Free Gifts	626	356	155	458	III
3	Free Coupons	617	368	155	457	IV
4	Samples	154	852	134	383	VI
5	Advertisements	623	331	186	453	V
6	Seasonal Offers	256	562	322	369	VII
7	Offers at Introduction Stage	760	348	32	501	II

3 – Good, 3 – Average, 2 – Poor; WA – Weighted Average.

INTERPRETATION

It is noted from the above table, Majority of the customers opined that price discounts are good in the retail shop which stands at first rank with the weighted average score of 836. More number of customers opined that the offers at introduction stage are good with the weighted score of 760 which stands at second rank. More numbers of customers give third and fourth ranks for free gifts to original products and free coupons. And the number of customers opined about Advertisements and Samples given by the retailers and the manufacturers are moderate which stand at fifth and sixth ranks. Also the number of customers stated that seasonal offers given by the retailers are poor stands at seventh rank. It is concluded from the above analysis that majority of the customers opined that price discounts are good in the retail store.

TABLE NO. 10: CUSTOMER EXPECTATIONS IN RETAIL SHOP

S.No.	Expectations	Total Score	Mean Score	Rank
1	To maintain the Good relationship with Customers	68296	59.9	II
2	Effective Salesmen Support	61335	53.8	III
3	More response in retailer shop	58556	51.4	IV
4	Products availability	72702	63.8	I
5	Retail store Appearance and out look	48415	42.5	VI
6	Payment System in Prompt	52188	45.8	V
7	Credit purchase	35738	31.3	VII

INTERPRETATION

The above shows the expectations from the retail shops by the selected sample respondents. It could be noted from the above analysis that most of the selected sample respondents expected from the retail shop 'Product availability' with Garrett score of 72702 points. The respondents expected the second and third factors 'To maintain the Good relationship with Customers' and 'Effective Salesmen Support' with Garrett scores of 68296 and 61335 points. The respondents expected the fourth and fifth factors 'More response in retailer shop' and 'Payment System in Prompt' with Garrett scores of 58556 and 52188 points. The respondents expected sixth and seventh factors 'Retail store Appearance and out look' and 'Credit purchase' with Garrett scores of 48415 and 35738 points. It could be found from the above analysis that most of the respondents expected from the retail shops 'Product availability' and 'To maintain the Good relationship with Customers'.

TABLE NO. 11: PROBLEMS FACED BY THE CONSUMERS DURING PRODUCT PURCHASE

S.No.	Problems	Total Score	Mean Score	Rank
1	Poor Response of the employees	40845	54.61	II
2	Lack of knowledge about the new Products	37485	50.11	IV
3	Not providing the free gifts	36309	48.54	V
4	Salesmen's Mis-representation	34476	46.09	VI
5	Retailers Mis-behavior	46422	62.06	I
6	Price variation in different shops	37775	50.50	III
7	Unable to find the expiry date of products	29152	38.97	VII
8	Lack of parking facility	24222	32.38	VIII

The above table throws light on the problems faced by the selected sample respondents for the services offered by the retailer. It is clear from the above table that majority the respondents faced the first and second problems 'Retailers Mis-behavior' and 'Poor Response of the employees' with Garrett scores of 46422 and 40845 points. The third and fourth problems 'Price variation in different shops' and 'Lack of knowledge about the new Products' are faced by the respondents with Garrett scores of 37775 and 37485 points. The respondents faced the fifth and sixth problems 'Not providing the free gifts' and 'Salesmen's Mis-representation' with Garrett scores of 36309 and 34476. The respondents faced the seventh and eighth problems 'Unable to find the expiry date of products' and 'Lack of parking facility' with Garrett scores of 29152 and 24222 points. It is concluded from the above analysis that most of the respondents faced the major problem is 'Retailers Mis-behavior'.

FINDINGS

1. It is concluded from the above analysis that the retailers opined most of the customers are 'Household people' and 'Professionals'.
2. It is divulged from the above analysis that Majority of the retailers opined about Customers Expectations are good which stands at first rank. Following that Customers knowledge on selecting the products are also found good with the weighted score of 217 ranked at second. Retailers give third rank to the Customers attitude towards the products.
3. It is noted from the above analysis, Most of the retailers opined that Customer Behavior is very good while selecting the products in the shop. More number of retailers opined about Customer relationship with salesmen and Customers queries are very good. Few retailers opined that the customers repurchasing behavior good.
4. It is concluded from the above analysis that most of the customers preferred to purchase 'Soaps and cosmetics' and 'Teeth cleaning products'.
5. It is concluded from the above analysis that most of the customers preferred the retail shop for the main reasons of 'Products availability' and 'Low price for the Products'.
6. It is concluded from the above analysis that majority of the customers opined that the retailers give very good response towards services provided by them in the retail shop.
7. It is concluded from the above analysis that majority of the Customers opined that the Retailers behavior is very good in the retail shop.
8. It is concluded from the above analysis that majority of the customers opined that the Product varieties available in the retail shop are very good in the retail shop.
9. It is concluded from the above analysis that majority of the customers opined that price discounts are good in the retail store.
10. It could be found from the above analysis that most of the respondents selected the major reasons 'Product quality' and 'Availability of the products'.
11. It could be found from the above analysis that most of the respondents expected from the retail shops 'Product availability' and 'To maintain the Good relationship with Customers'.
12. It is concluded from the above analysis that most of the Customers faced the major problems 'and 'Retailers Mis-behavior'.

SUGGESTIONS

Following are the suggestions from the findings for the further improvement of Customer Relationship Management system by the retailers of FMCG in Erode District.

1. In order to ensure a lasting and non-lasting customer relationship, the retailers should have a customer database, customer analysis, customer profiling, customer segmentation and campaign management. The company can ensure proper invoicing and maintenance a customer care wing and self service facilities.
2. From the analysis, it is observed that most of the customers are Household and Professionals. Therefore retailers may appoint the well qualified and well-mannered sales persons to sell the products in the retail shop.
3. Some of the customers felt that their expectations were not fulfilled by the retailers. Therefore, retailers can fix the permanent suggestion boxes in front of the retail shop to get the feedback from the customers about opinion, expectations, and attitudes of the retail shop concerned and also their likes and dislikes of the products available with the retailers as well as in the market.
4. From the finding, more number of customers give due attention on low priced FMC products and they do not seek quality of products much in the retail shop. This may be persuaded by retailers for giving the importance of quality of the products to the customers.
5. The Retailers face the problems with customers when they ask for different varieties of products then and there come up in the market and their persistent demand for free gifts which are normally given only for a limited period, current retail price for FMCG, availability of newly advertised products,

- price off and seasonal offers for products, etc. This may be considered by the retailers as very urging factors for maintaining good relationship with customers.
6. Most of the retailers do not give any training for their customers about using newly launched products like, Shampoos, Soaps, Face creams, Toilet cleaners, way of brushing the tooth's, etc. These things can be demonstrated by the retailers in their store itself while opening a small R&D cell. It will boost the customers' opinion on increasing the image of the retail store in their mind.
 7. Some of Retailers do not send any seasonal greeting or offers to their regular customers due to improper maintenance of customer data base. Therefore data base may also support for sending seasonal greetings like birthday greetings, wedding anniversary, etc. and some offers during festivals and also greetings on new products information. This will remind the customers about their regular retail shop and its image.
 8. Most of the Consumers feel there are no good parking facilities for their Two-wheelers and four-wheelers near the retail store. This may be considered by the FMCG Retailers in order to increase rapport with the consumers.
 9. Strategies to attract new customers like mailing invitations on offers, discounts, new arrivals, approaches through marketing executives, concession in tariff like VAT, MRP and value added services like door delivery may be implemented. Some other strategies which can be followed by the retailers to retain the existing customers through prompt delivery, regular touch with customers, compliments on every occasion, delivery with proper bills, sending proper invoice with thanks letter, etc.
 10. Majority of the customers are satisfied with the services offered by the retail shops during their purchase in the retail store and the availability of the existing and new products, and these may also be continued in future. This may lead to increase the market share of the Products.
 11. Many customers face the problems like retailers' response, return or exchange of defective items, Retailers' mis-behavior, Price variation in different shops and information on newly advertised products during the purchase. In order to maintain Customer Relationship Management, retailers should take immediate decisions in it.

CONCLUSION

Customer relationship Management (CRM) plays an important role in the retail market of Fast Moving Consumer Goods (FMCG). In Indian economy, there are varieties of Retail Stores including organized and un-organized sector that plays a crucial role in enhancing the economy of the country through its huge market share. In today's world, the scope and use of Fast Moving Consumer Goods have expanded to such an extent that it is now claimed that this is considered to be the world's largest Industry with high rate of employee strength, and that which bring in a lot of revenue to the countries. The Customers will be benefited while Retailers concentrate on CRM practice with latest technology. As for as retailers of Fast Moving Consumer Goods (FMCG) concerned, there is moderate level of CRM practices and the retailers interaction with the customers through traditional approach. Few retailers scientifically have not practised the CRM system in Erode District.

In this research, there are major problems faced by both the retailers and customers like maintenance of customer data base, information on free goods, parking facilities, customers' expectations, awareness on new products, adequate training on using new products, etc. The suggested recommendations may be governed by the retailers to create good rapport with their customers for increasing further strength of CRM system among Retailers and the Customers. To enhance profitability and customers' satisfaction in Marketing sector, the retailers must focus on implementing Customer Relationship Management (CRM) strategies like customer database, customer retention, data mining and tracking system that aim to seek, gather and store right information, India's FMCG sector faces stiff challenges in increasing the efficiency in several of its sub-sectors for improving the technology in Retailing and its process. Extension of such improvements to Consumers and Retailers apart from reformation of policy in the marketing of FMC Goods domestically and internationally, will increase the benefits of both retailers and customers.

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