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CUSTOMER RELATIONSHIP MANAGEMENT FOLLOWED BY COMPANIES SELLING ORGANIC PRODUCTS WITH REFERENCE TO PATANJALI AND ARJUNA NATURAL EXTRACTS

VIVEK P.S
STUDENT

DEPARTMENT OF COMMERCE & MANAGEMENT
AMRITA SCHOOL OF ARTS & SCIENCES
AMRITA UNIVERSITY
KOCHI

VISHNU N BHAT
STUDENT

DEPARTMENT OF COMMERCE & MANAGEMENT
AMRITA SCHOOL OF ARTS & SCIENCES
AMRITA UNIVERSITY
KOCHI

RAJATH K
ASST. PROFESSOR

DEPARTMENT OF COMMERCE & MANAGEMENT
AMRITA SCHOOL OF ARTS & SCIENCES
AMRITA UNIVERSITY
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ABSTRACT

Customer relationship management (CRM) is a process designed to collect data related to customers, to grasp features of customers, and to apply those qualities in specific marketing activities. In the analytical CRM, these data are stored and analyzed through a range of analytical tools in order to generate customer profiles, identify behavior patterns, determine satisfaction level, and support customer segmentation; thus, customers are more effectively segmented and offered products and services are fitted to customer buying profiles. Nevertheless, even though a wide range of CRM systems are being developed and implemented in practice, application of analytical CRM has been low, due to lack of focus on gaining customer knowledge for strategic decision making from CRM systems, and lack of analytical CRM solutions. Organizations can strategically use analytical CRM to support customer knowledge acquisition.

KEYWORDS

customer relationship management, organic products.

1. INTRODUCTION

Nowadays, organic products have become part of green consumerism movement that “focus on renewable resources and protecting soil and water to improve the quality of life for generations to come”. During the 1960's and 1970's the concept of organic food became a separate entity to the 'normal' food we were then buying. Consumers had been effectively duped into believing that what they were buying, was food as nature intended, it not appreciating that the chemicals which were added during growth of the 'normal stuff' were what actually made the food abnormal in the first place. Despite of consumers' growing support to preserve the environment, the consumption and market share of organic food still constitutes a low percentage compare to total food

2. COMPANY PROFILE OF PATANJALI AND ARJUNA EXTRACTS

PATANJALI AYURVEDA

Patanjali Ayurved Ltd. is a company that links the rising destiny of millions of rural masses on the one hand and many more suffering the onslaught of the unhealthy urban life style on the other. It is all about economically processing farm produce into daily use consumables ranging from Organic health supplements to Foods and cosmetics and then supplying them largely to the urban world. The produce will be picked up right from the farms, thereby increasing the effective income of the farmers. The health based products will then be made available to a large population in the urban areas that is reeling under the scourge of polluted food items and artificial drinks that make them vulnerable to a variety of chronic diseases. And all this at a cost that is unmatched in the market. PATANJALI AYURVED Ltd is a company that functions like all other companies under the regulations of the company law affairs, yet is constantly striving for nation building more than the profit accumulation.

ARJUNA NATURAL EXTRACTS

Arjuna is driven by philosophy of manufacturing products of exceptional quality using innovative concepts. Its products range consists of more than 50 products are being used in over 43 countries. The production facilities are spread in 6 locations in south India including a world class research and development facility approved by Ministry of science and Technology. Arjuna Natural Extracts Ltd is a front runner in the industry adhering in to the highest ethical values and continuously striving to promote intellectually protected scientific approach in the field of extracts supported with clinical, toxicological and stability studies. Arjuna Natural Extracts Ltd is a global manufacturer and exporter of standardized herbal and spice extracts, specialized essential oils and omega 3 fatty acids from marine and vegetable source, in oil and powder forms. With 16 years of excellence in the industry. The company is driven by the philosophy that centres on producing exceptional product quality and ensuring ultimate customer satisfaction. Arjuna Natural Extracts Ltd's manufacturing facility makes use of the most technologically advanced equipments to assure consistent product quality and efficient streamlined service. It follows strict GMPs to guarantee standardized extract quality, purity and potency.

3. OBJECTIVES OF THE STUDY

1. To identify the customer relationship programs being run by both companies.
2. To compare CRM practices followed by Arjuna and Patanjali

3. To identify the effectiveness of a CRM practices of both the companies.
4. To find out if there is any difference in CRM practices followed by companies selling organic products and other products.

4. RESEARCH METHODOLOGY

Primary data is used in this study. Questionnaires were given to both the customers of Arjuna and Patanjali and other questionnaires to both the companies.
Sample size: 60 respondents (30 each in both the companies)

5. LITERATURE REVIEW

1. Chen and Popovich (2003): "CRM is not a concept that is really new but rather due to current development and advances in information and enterprise software technology"
CRM is relationship marketing, which has the objective of improving the long term profitability of customers by moving away from product centric marketing.
2. Greenberg (2004): "CRM generally is an enterprise focused endeavour encompassing all departments in a business."
He explains that in addition to customer service, CRM would also include manufacturing, product testing, assembling as well as purchasing and billing and human resource, marketing, sales and engineering.
3. Gummesson and Zineldin (2000): "Modern customer relationship management concept"
This concept was shaped and influenced by the theories of total quality management and by new technological paradigms.
4. Peppers and Rogers (1999): "Other organization's view CRM as a tool"
It has been particularly designed for one to one customer communications, which is the function of sales, all centres or the marketing departments.
5. Frow and Payne (2004): "CRM stresses two-way communication from the customer to the supplier to build the customer over time"
The two-way communication has been enhanced greatly by advances in technology particularly the internet.
6. Gulati & Garino (2000): For customers, CRM offers customization, simplicity and convenience for completing transactions irrespective of the kind of channel of interaction used.
7. Peppard (2000): "Effective management of information has a very important role to play in CRM".
It can be used to for product tailoring, service innovation, consolidate views of customers and for calculating life time value.
8. Swift (2001): Companies can gain many benefits from CRM implementation. He states that the benefits are found in these areas:
 - Lower cost of recruiting customers
 - Higher customer profitability
9. Goldenberg (2000): CRM is not merely technology applications for marketing sales and services but rather when it is successfully implemented, it enables firms to have cross functional, customer driven, technology integrated business process management strategy that maximises relationships.

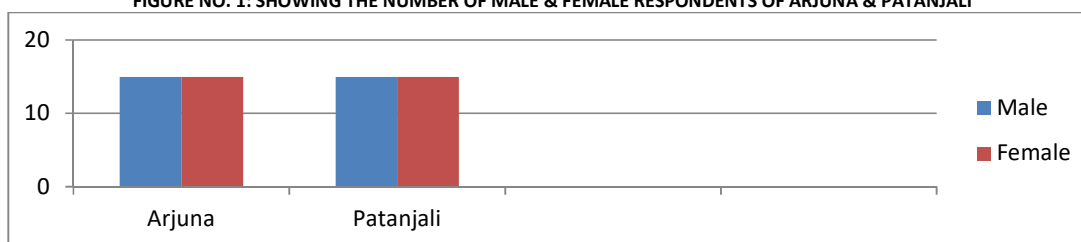
6. ANALYSIS OF DATA

CRM PRACTICES OF BOTH COMPANIES. (CUSTOMERS POINT OF VIEW)

TABLE NO. 1: SHOWING THE NUMBER OF MALE & FEMALE RESPONDENTS OF ARJUNA & PATANJALI

Gender	No of respondents (ARJUNA)	No of respondents (PATANJALI)
Male	15	15
Female	15	15
Total	30	30

FIGURE NO. 1: SHOWING THE NUMBER OF MALE & FEMALE RESPONDENTS OF ARJUNA & PATANJALI

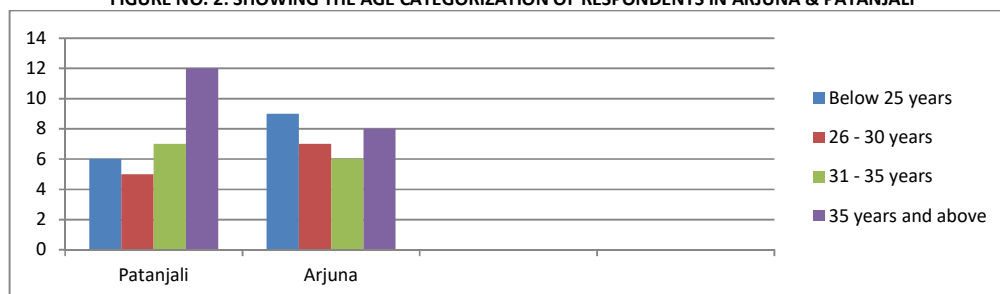


According to the Bar diagram, the study was conducted with a sample size of 60. Out of which, 15 are male and 15 are female in each company

TABLE NO. 2: SHOWING THE AGE CATEGORIZATION OF RESPONDENTS IN ARJUNA & PATANJALI

Age	No of respondents(Patanjali)	No of respondents(Arjuna)
Below 25 years	6	9
26 – 30 years	5	7
31 – 35 years	7	6
35 years and above	12	8
Total	30	30

FIGURE NO. 2: SHOWING THE AGE CATEGORIZATION OF RESPONDENTS IN ARJUNA & PATANJALI

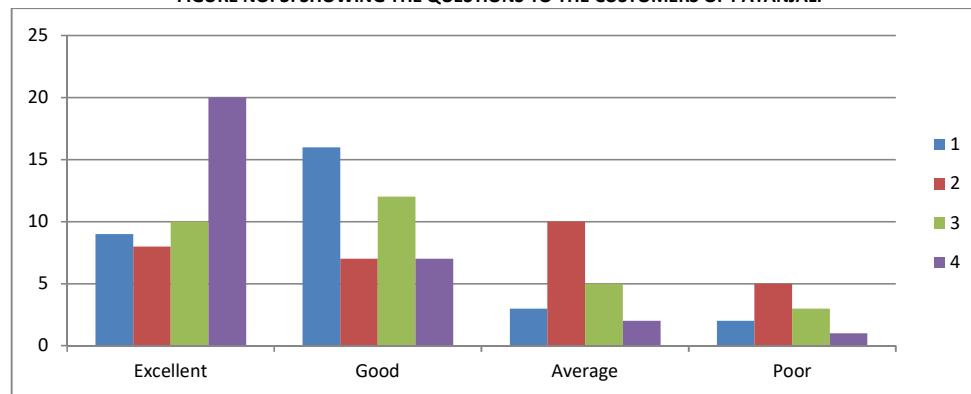


According to the Bar diagram, out of 60 respondents, 15 people are below the age of 25, 12 people are between 26 to 30 years, 13 are between 31 to 35 years and 20 people above the age of 35 years.

TABLE NO. 3: SHOWING THE QUESTIONS TO THE CUSTOMERS OF PATANJALI

QST NO.	Questions	Excellent	Good	Average	Poor	Total
1	Purchase experience	9	16	3	2	30
2	Experience with customer care executives	8	7	10	5	30
3	Rate the company's CRM	10	12	5	3	30
4	Importance in improving customer relations to a company's core strategy	20	7	2	1	30

FIGURE NO. 3: SHOWING THE QUESTIONS TO THE CUSTOMERS OF PATANJALI

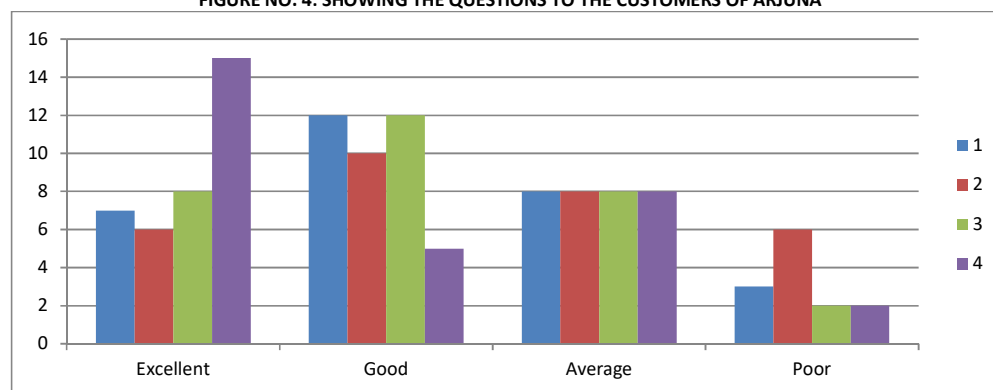


According to the Bar diagram, out of 30 respondents 9 people rated that they have an excellent purchase experience with patanjali. 16 people said that their experience was good. 3 people rated it was average and 2 as poor. 8 people rated that they had excellent experience with customer care executives. 7 people rated as good, 10 as average and 5 as poor. 10 people rated that patanjali's CRM system as excellent, 12 as good, 5 as average and 3 as poor.

TABLE NO. 4: SHOWING THE QUESTIONS TO THE CUSTOMERS OF ARJUNA

QST NO	Questions	Excellent	Good	Average	Poor	Total
1	Purchase experience	7	12	8	3	30
2	Experience with customer care executives	6	10	8	6	30
3	Rate the company's CRM	8	12	8	2	30
4	Importance in improving customer relations to a company's core strategy	15	5	8	2	30

FIGURE NO. 4: SHOWING THE QUESTIONS TO THE CUSTOMERS OF ARJUNA



According to Bar diagram, out of 30 respondents 7 people rated that they have an excellent purchase experience with Arjuna. 12 people said that their experience was good. 8 people rated it was average and 3 as poor. 6 people rated that they had excellent experience with customer care executives. 10 people rated as good, 8 as average and 6 as poor. 8 people rated that patanjali's CRM system as excellent, 12 as good, 8 as average and 2 as poor.

CRM PRACTICES FOLLOWED BY BOTH COMPANIES

TABLE NO. 5: SHOWING THE QUESTIONS TO PATANJALI

QST NO	Questions	Strongly agree	Agree	disagree	Strongly disagree
1	Relationship with customers is given great value in the company	✓			
2	Company treat key customers with great value				✓
3	Company makes an effort to find out what our key customer needs	✓			
4	Does CRM system used to design new products?		✓		
5	Would you say that CRM system solved your business problems?		✓		

According to the above table, Patanjali Ayurveda Strongly agree that they are maintaining a good relationship with customers and also customer's has great value in the company. Patanjali strongly disagrees that, they do not treat key customers with great value. Patanjali strongly agrees that they make effort to find out what their key customer need. Patanjali agrees that they use CRM systems to design new products. Patanjali agrees that the CRM system is useful in solving the Business problems.

TABLE NO. 6: SHOWING THE QUESTIONS TO ARJUNA

QST NO	Questions	Strongly agree	Agree	disagree	Strongly disagree
1	Relationship with customers is given great value in the company	✓			
2	Company treat key customers with great value		✓		
3	Company makes an effort to find out what our key customer needs	✓			
4	Does CRM system used to design new products?		✓		
5	Would you say that CRM system solved your business problems?			✓	

According to the above table, Arjuna naturally Strongly agree that they are maintaining a good relationship with customers and also customer's has great value in the company. Arjuna strongly agrees that, they do not treat key customers with great value. Arjuna strongly agrees that they make effort to find out what their key customer need. Arjuna agrees that they use CRM systems to design new products. Arjuna strongly disagrees that the CRM system is useful in solving the Business problems.

7. FINDINGS

- The researchers found that 30% respondents rated that they have an excellent purchase experience with Patanjali. 53% people said that their experience was good. 10% people rated it was average and 7% as poor. However, 23% people rated that they have an excellent purchase experience with Arjuna. 40% people said that their experience was good. 27 people rated it was average and 10% as poor.
- In Patanjali, 33% people rated that they had excellent experience with customer care executives. 40% people rated as good, 17% as average and 10% as poor. But in Arjuna, 27% people rated that they had excellent experience with customer care executives. 40% people rated as good, 27% as average and 6% as poor.
- In both the companies, customers are highly valued.
- The researchers found that Patanjali do not treat their key customers with great value. In the other hand, Arjuna treat their customers with great value because they are making changes to their products based on the need of their customers.
- Both the companies agree that they are taking effort to find out their key customer's need.
- Both the companies agree that they use CRM systems to design new products.
- Patanjali agrees that the CRM system is useful in solving the Business problems. Arjuna strongly disagrees that the CRM system is useful in solving the Business problems.

7. SUGGESTIONS

- Relation with the customer care executives of both the companies should be properly maintained.
- In Patanjali, company should treat key customers with great value by the proper way of customer services given by them.
- In Arjuna, CRM system is not solving business problems. This can be solved by good revenue potential, accurate communication and accurate customer profile information.
- Customers should talk with company at any point of time, if there have any issues.
- Customers should be encouraged the companies with a problem, so that the company may know customer preferences and deliver the product and services which will satisfy the customer need.
- The researchers have conducted the study only within the Kerala state. So the researchers would recommend other similar researchers who are interested in conducting a research in the topics to expand the study to national level.

8. CONCLUSION

Patanjali is treating all consumers as equal. They are not giving priority to its key customers. On the other hand, Arjuna is taking into account the feedback given by their customers and implementing the changes accordingly. The marketing system of Patanjali is very effective on the other hand Arjuna does not have a strong marketing back bone. Arjuna believes that CRM is not so important in solving the business problem. They believe CRM is not an effective tool of marketing. The researchers believe that Arjuna should improve their CRM to serve the customers better. There is a slight difference in CRM practices followed by both the companies Arjuna and Patanjali. While Arjuna is blindly implementing the CRM practices. Patanjali is making use of feedback given by the customers to implement the CRM practices in a better way to be more useful to the customers.

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