



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT

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STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT IN RURAL GROCERY SHOPS

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ABSTRACT

During the past two decades, the business environment across the world has undergone a sea change due liberalization and globalization. Customer has become very powerful and demanding. Businesses have realized that the answers to all their problems lie with one single entity, the customer. CRM and CEM have undoubtedly; become the most important competitive strategy for the organizations of 21st century. CRM and CEM are simple philosophy about understanding life long mutually profitable relationships with them. By using CRM technology, organizations aim at establishing one to one relationships with millions of customers, spread across the globe. Implementations of CRM projects are not only essential for big companies but also essential for small and medium enterprises. Therefore today Customer Relationship Management (CRM) is becoming popular concept. Hence this present article concentrates on the process of customer relationship management. It is believed that CRM processes are followed and implemented in the big firms, companies and small enterprises in big cities and town but we also find this process is followed and becoming popular in small grocery shops in villages also and for these shops CRM is not a new concept. Since from many years these grocery shops are maintaining CRM at informal level. Therefore present study made an attempt to study the process of CRM of grocery shops in Village Chinchali Belgaum district Karnataka State.

KEYWORDS

CRM, CEM, Village and Grocery Shops.

INTRODUCTION

The single most important factor for the processes of any business enterprise is the customer. The globalization, liberalization and Information Technology and Internet transformed the whole business world. The internet has transformed the society into knowledge society and converted the world into a world market place. The customer has come to occupy his rightful, central place. CRM and CEM have undoubtedly; become the most important competitive strategy for the organizations of 21st century.

By using CRM technology, organizations aim at establishing one to one relationships with millions of customers, spread across the globe. Implementations of CRM projects are not only essential for big companies but also essential for small and medium enterprises. Therefore today Customer Relationship Management (CRM) is becoming popular concept. Hence this present article concentrates on the process of customer relationship management in grocery shops of villages.

Villages are changing fast due to contact urban cities nearby them. They are always finding new kind of change in day today life. It is believed that CRM processes are followed and implemented in the big firms, companies and small enterprises in big cities and towns but also find this process is followed and becoming popular in small grocery shops in villages also. Therefore present study made an attempt to study the process of CRM in grocery shops in Village Chinchali of Belgaum district, Karnataka State.

OBJECTIVES OF THE STUDY

- 1) To understand the socio-economic characteristics of owners of grocery shops
- 2) To study the processes of CRM of these grocery shops.
- 3) To understand in what way they are carrying this process.
- 4) Providing suitable measures to increase this process

KEY CONCEPT

Customer Relationship Management (CRM)

Relationship marketing has its origins in a book published by Regis Mckenna (1993) titled "**Relationship Marketing**": Successful Strategies for the Age of the Customer. Regis argued that by knowing their customers and their preferences, organisations could increase the chances of retaining them. Different people called different terms, like customer management, customer care, customer centricity or customer centric management, but the term Customer Relationship Management has overtaken the market. (Prasad, R.S.:2005). CRM stands for Customer Relationship Management.

According to Scoot Fletcher, CRM as a concept started gaining prominence since early 1997 and also generated a lot of interest among business, technology, medicine and academic institutions. Number of them defines in number of different ways. Some of them are as follows.

CRM GURU.com, a well known group of CRM experts, defines CRM as "a business strategy to acquire and retain the most valuable relationships. CRM requires a customer centric business philosophy and culture to support effective marketing, sales and service processes."

Ronald S Swift defines CRM as, an enterprise approach, to understanding and influencing customer behaviour through meaningful communications in order to improve customer acquisition, customer retention, customer loyalty and customer profitability. (Prasad, R.S.:2005)

Customer relationship management (CRM) is a multifaceted process, mediated by a set of information technologies that focuses on creating two-way exchanges with customers so that firms have an intimate knowledge of their needs, wants, buying patterns and market trends. In this way CRM helps companies to understand, as well as anticipate, the needs of current and potential customers. (From Wikipedia Free Dictionary)

CRM aims at understanding the customers, their present and future needs providing best possible services, enhancing customer experience and satisfaction, reducing the turnover and ensuring that remain for customers' life. There are three types of customer relationship management: Collaborative CRM, Operational CRM and Analytical CRM.

STUDY AREA

The present study had been conducted in the village Chinchali of Belgaum district. in Karnataka State. The Belgaum district lies in the border area of Maharashtra State.. This village is semi urban area with population nearly 25,000. It has famous for its Weekly **Marketing** where all essential things are sold here. It is pleasant village and religious also. This village has number of crane crushers where jiggery is produced in large scale. It is famous religious place where selling of coconut is most profitable business which is considered as one of auspicious thing which every devotee can offer.

METHOD OF STUDY

Case Study Method had been used. A single village Chinchali had been selected for present study.

SOURCES OF DATA

Primary as well as secondary data was used.

Primary Data: Primary data was collected through field work.

Secondary Data: Secondary Data was collected through journals, books and internet.

SAMPLING DESIGN

- 1) One village was purposively selected.
- 2) There are nearly big and too small grocery shops. Out of total shops 33% of shops had been selected. Thus, the study covered 10 shops.
- 3) Accidental sampling technique was used for the selection of ten shops.

TOOLS FOR DATA COLLECTION

To collect the data interview scheduled, personal observations and informal discussion methods were used.

NAMES OF GROCERY SHOPS

These shops have no separate names they are called by the name of the owners and the same are as per following:

1. Shankar Hukkeri grocery shop
2. Virupakshi Karade grocery shop
3. Shadhashiv Dandapure grocery shop
4. Sheetal Bugate grocery shop
5. Shrikant Hukkri grocery shop
6. Annanasaheb Patil grocery shop
7. Sanjay Hirokode grocery shop
8. Sanjay Patil grocery shop
9. Mehabub Dange grocery shop
10. Ishwar Gachhi grocery shop

SOCIO-ECONOMIC CHARACTERISTICS OF GROCERY SHOP OWNERS

TABLE NO. - 1: AGE, CASTE CATEGORY AND EDUCATION LEVEL

Age	%	Caste category	%	Education	%
21-30	10	Open	90	Illiterate	-
31-40	30	OBC	10	Primary	30
41-50	20	SC&ST	---	Secondary	30
51-60	40	Total	100	Higher secondary	30
Total	100			Undergraduate	10
				Total	100

Table No-1 indicates socio-economic characteristics of Grocery Shop Owners such as age, caste category and education. By observing above table researcher has come to conclusion that majority of respondents belongs to the age group of 51-60. It is also observed that business is monopoly of higher caste. No respondent is from SC and ST category and all respondents are educated.

BUSINESS INFORMATION AND INCOME LEVEL

TABLE NO. - 2: WORKERS, DAILY VISITING CUSTOMERS AND TOTAL TURNOVER

No of workers working	%	Daily Customers visiting	%	Daily total turnover	%
No employee	10	1-25	30	Rs 5000-4000	30
1-2	30	26-50	20	Rs 4001-3000	20
3-4	20	51-100	20	3001-2000	20
Above 4	40	Above 100	30	2001-1000	30
Total	100	Total	100	Total	100

Table No-2 gave detail information regarding the information of business i.e. no of workers working in shops, daily customer visiting and daily total turn over. Majority of shop owners (i.e. 40%) have appointed the employees and they receive nearly 100 customers. It is also observed that majority of respondents' daily turn over is 5000-4000 rupees.

TABLE NO. - 3: SOURCE OF INCOME AND ANNUAL INCOME

Source of Income	%	Total (Yearly) Income	%
Agriculture+Business	60	40,0000-300000	30
Business+service	-	300001-200000	30
Agri+business+service	-	200001-100000	20
Business only	40	Below 10000	20
Total	100	Total	100

Table-No-3 indicates the source of income and total income of respondents. It is observed that business is not only major source of income of respondents. Along with business they are also practicing the agriculture and majority of respondents' yearly income is 4 to 3 lakhs.

CRM PROCESS IN VILLAGE GROCERY SHOPS

CRM process is carried in village grocery shops by keeping informal relations with customers. They know their customers' background deeply. They also know what are the interests, wants and requirements of their customers. It is also important to note that to regain the customers they sell the goods on debits for one year or even for more than one year. Sometime they also lend the money to their customers in their critical conditions without interest. They never treat their customers as profit oriented things. They always consider the business as their work. Keeping these informal relationships will be a model for large and medium scale stores and companies. CRM process in rural grocery shops is carrying only by keeping informal relationships and keeping the background of customers.

MEASURES

1. For rural development agriculture is not only sufficient. In rural areas business activities have more scope. Therefore encouragement should be given to the rural people to undertake the business activities.
2. Poverty is the one of major obstacle for the development of rural areas. Financial aid should be provided to the villagers to carry business activities in the villages.
3. Use of technology to interact with customers such as phones.
4. Adaptive marketing and Collaborative marketing should be developed.
5. Identifying some important events in a customer's life that offer an opportunity for the organization to interact with customers.
6. Well designed CRM incentives are given by studying existing process to the customers and employees.
7. Extensive change management activities are essential and must be planned focusing on the customers needs.
8. Customer care and workshops departments should be established.
9. Identifying needs/ requirements.
10. Valued Customer Experience.
11. Changing the mindset of Marketers.
12. Customer preferences don't remain static. So changing trend should be taken into consideration.
13. A single SMILE enough to welcome the customers and regain them.
14. Quality maintaining and reliability of things is sufficient to regain the customer.
15. Owner/ Employee must be good listener as well as good speaker.
16. There should be increase in standard of living of rural people then only business activities should be possible.

CONCLUSION

Customer has become very powerful and demanding. Businesses have realized that the answers to all their problems lie with one single entity, the customer. CRM and CEM have undoubtedly; become the most important competitive strategy for the organizations of 21st century. CRM is simple philosophy about understanding life long mutually profitable relationships with them. By using CRM technology, organization aim at establishing one to one relationships with millions of customers, spread across the globe. Implementations of CRM projects are not only essential for big companies but also essential for small and medium enterprises in villages also. Hence awareness should be created among these small and medium enterprises in villages also and proper measures should be undertaken to implement these projects.

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I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator