



## CUSTOMER RELATIONSHIP MANAGEMENT AT MORE SUPER MARKET

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### ABSTRACT

#### KEYWORDS:

*Customer relationship management, Frequency of purchasing, delighters, customer, sales promotion, strategy, buying factors, advertisements, service encounter, household products, etc.*

*In this day and age, customers are regarded as an article of trade. With the growth of Marketing era the Customer Relationship Management (CRM) is very much advanced and became popular in India. CRM became crucial to cope up with exceeding competitive global market. Customer Relationship Management is a strategy for managing and nurturing a company's interactions with customers and sales prospects. When an implementation is effective, people, processes, technology work in synergy to develop and strengthen relationships, increase profitability, and reduce operational costs. Customer Relationship Management is a most effective tool for maintaining good relationship with the customers. It plays an effective role in attracting the new customers to the company. Customer relationship management is a corporate level initiative, focusing on creating and maintaining relationships with customers.*

*Management of effective relationship with the customers is very crucial to achieve sustainable competitive advantage in the business scenario. Understanding and responding the customer expectation serve as the core for developing, nurturing and sustaining long term relationship with customers. CRM is accepted and practiced as the most effective tool of marketing to retain customers. The study on Customer Relationship Management practices in the retail sector is of great significance for a developing country like India. An evolving and potential retail sector is needed for economic development as it provides long term funds for infrastructure development and at the same time strengthens the risk taking ability. The development of the retail sector much depends upon its penetration into the uninsured population segment, which is nearly 80% of the total population. Within this competitive environment in retail sector, to survive, each Retail company needs to find competitive advantage. The present study finds out the customer relationship management its implementation and consumer feelings while shopping in More Super Market. The study shows that most of the customers know about the More from advertisement. Most of the customers select More for shopping because of attractive offers.*

#### INTRODUCTION

In India, retail sector has a significant role in creating direct interaction with customers in the competitive world through proper maintains of products, product display, accessibility and assortment. Retailers can no longer view customer service as an option and providing a positive retail customer relationship is vital. A coherent and successful retail service model is the differentiating factor between a successful and unsuccessful business.

Based upon research conducted by Customer Champions, on behalf of Skill smart Retail, and utilizing interviews with a range of retailers such as Waitrose and Marks & Spencer through to outstanding independent retailers, this article begins to cover some of the findings when it comes to retail customer service. Customer service is a vitally important differentiator across the retail industry. Regardless of whether the customer proposition is higher value or basic/simple, the challenge is to develop a retail service model that treats each

customer as an individual and maintains satisfaction and loyalty levels. Retail customer service strategies vary between larger chains and the smaller independents. As you would expect larger retailers tend to have a more formal strategy for the retail customer relationship in place, although the overriding factor for both was the general ethos of key senior management / business owner.

#### Goal of CRM:

The goal of CRM is to provide improved services to the customers, and to use customer contact information for targeted marketing.

#### Various Aspects of CRM

- **Front office operations** — Direct interaction with customers, e.g. face to face meetings, phone calls, e-mail, online services etc.
- **Back office operations** — Operations that ultimately affect the activities of the front office (e.g., billing, maintenance, planning, marketing, advertising, finance, manufacturing etc.

#### REVIEW OF LITERATURE

The Indian Retail Sector the Indian retail industry has experienced high growth over the last decade with a noticeable shift towards organized retailing formats. The industry is moving towards a modern concept of retailing. The Indian retail market, currently estimated at USD 490 billion, is projected to grow at a CAGR of 6% to reach USD 865 billion by 2023. The opportunities in food and grocery retail in India are immense, given that it constitutes about 69% of India's total retail market. Consumers shopping at modern trade have grown from 54% in 2012 to the current 68% (2013), driven by increasing consumption, comfortable shopping experience, new categories, wide variety of brands under a single roof and attractive prices. A whopping 55% of the modern trade shoppers actively seek promotional deals, 35% of them make bulk purchases, of which 30% are male customers. Mass media has a big role in bringing the rural market to the center-stage, which is setting the actual consumer aspiration. The key element to be focused on is the supply chain and infrastructure in the Tier-II cities. The country is moving at a fairly fast pace and consumers are creating their own opportunities and are becoming exposed to information. There is a huge aspiration level among the people in Tier-II and Tier-III cities which the retailer has yet to tap. Aditya Birla Retail Limited hopes to passionately deliver convenient, competitive and meaningful solutions to the evolving regular needs of the Indian consumer in a sustainable and responsible manner.

Aditya Birla Retail Limited (ABRL) is the retail arm of Aditya Birla Group company. ABRL is the fourth largest supermarket chain in the country after Future Group, Reliance Retail and D-Mart. It operates two different store formats - Supermarket and Hypermarket under the brand **more**. It has about 590 supermarkets and 23 hypermarkets around the country. ABRL provides online grocery retail services in Bangalore, NCR, and Pune through its e-Commerce website My More Store. ABRL plans to open 100 supermarkets and 6-8 hypermarkets. To fund this expansion, ABRL has borrowed Rs 500 crore from Yes bank. Besides this, it has decided to increase its borrowing limit to Rs 7,500 crore from Rs 5,000 crore.

Aditya Birla Retail Limited provides customers products under its own labels. Private label Food Brands include

Feasters, Kitchen's Promise, and Best of India. Home & Personal care brands include Enriche, 110%, Pestex, Paradise and Germex. As per a report in Economic Times, Aditya Birla Retail Ltd ( ABRL) with its 500 + 'More' branded supermarkets and 14 hypermarkets reported sales of Rs 1,966 crore and a net loss of Rs 650 crore in the year ended March 2012. The company has accumulated losses of Rs 2,984 crore since it entered the segment over six years ago.

On July 15, 2015, Kumar Mangalam Birla announced the merger of all the retail businesses and create a single listed company. As a part of this restructuring effort, Fashion & Lifestyle business will be de-merged from the Aditya Birla Nuvo and merged with other retail businesses. It is likely that after the merger is complete, about 10% of the stock would be sold to PE players to raise Rs. 3000 crore. However, the restructuring plan has yet not been finalized.

ABRL follows the best industry practices in order to unlock the full potential of its staff through its world-class learning institutes — the Aditya Birla Centre for Retail Excellence and Gyanodaya. Coupled with learning initiatives such as SPARK, *Aarohan* and *Aarambh*, these initiatives are critical in helping their people imbibe the key characteristics of the Quality 1st philosophy.

#### Awards of Aditya Birla Retail Limited

- More Quality 1st Supermarket wins Coca Cola Golden Spoon Award 2017 for 'Images Most Admired Food & Grocery Retailer of the Year'.
- More Megastore, Hyderabad, Telangana Unit won the CII Award for Food safety 2017. ABRL was awarded the Commendation Certificate for Strong Commitment to Food Safety in Good Retail Practices.
- Aditya Birla Retail Limited won the "hypermarket chain of the year" award at the Images Retail Awards for the second year in a row.
- Aditya Birla Retail won World Retail Award 2016 for Retail Transformation and Re-invention
- Aditya Birla Retail won the Coca Cola Golden Spoon Award 2016
- More Megastore won the Coca Cola Golden Spoon Award 2016
- Aditya Birla Retail Ltd. has been awarded the TOP 10 RETAILERS Certificate
- Aditya Birla Retail won Retailer of the Year Award 2015 for Excellence in Retailing at the Star Retailer Awards.

#### Core values

- Integrity
- Commitment
- Passion
- Seamlessness
- Speed

#### Sustainability

ABRL is fully committed to sustainability efforts that help improve society. Our sustainability efforts have begun to bear fruit, as seen in the reduction of energy consumption and reduced use of plastic bags. We strive to continue pursuing business goals while caring for the environment.

#### ABRL's Approach to Sustainability

The leadership of ABRL is conscious about alignment of the business strategy with the sustainability goals of the Aditya Birla Group. Identification and accurate assessment of key sustainability issues faced by the organization is an important task entrusted to the leadership of ABRL.



For each stakeholder, there is a clearly defined mechanism for reporting, assessing requirements, communicating directions and receiving feedback. For example, there are community meetings to engage with the society and departmental committee meeting with employees. To further strengthen the reporting and communication of its sustainability actions to the stakeholders, ABRL intends to report as per the latest GRI reporting guidelines that will come into effect from the next financial year.

**Objectives of the Study**

- To understand the impact of CRM on More Super market.
- To ascertain the frequency of purchasing at More Super market.
- To find out the factors affecting on purchasing decision
- To find out the overall experience of customers visiting the More Super market.
- To understand the customer feeling towards the availability of products.
- To understand the impact of sales team on promoting sales at counter.

**HYPOTHESIS**

There exists relationship between CRM and More Retail business performance

There exists no relationship between CRM and More Retail business performance.

**RESEARCH METHODOLOGY**

**Types of Research**

1. Exploratory Research,
2. Descriptive Research

**1) The reasons for you to shop at More super market**

**Table 1**

Opinion	Total No. of Respondents	Percentage
Offers	75	50%
Good service	45	30%
More variety products	30	20%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Primary data:**

Are those, which are collected fresh and for the first time, and thus happened to be in original character? The data is gathered through administering the questionnaire.

**Secondary data**

Are those which are already been collected by someone else and which have already been passed through the statistical process. And source of secondary data organization report, journal, etc.

**Sampling: Random sampling:**

The research study employed random sampling technique which randomly selects the respondents.

**TARGET POPULATION:**

**Sample unit :** customers of More shopping mall, Machilipatnam.

**Sample size :** 150

**Sampling method :** Simple Random sampling

**Research tool :** Structured Disguised Questionnaire.

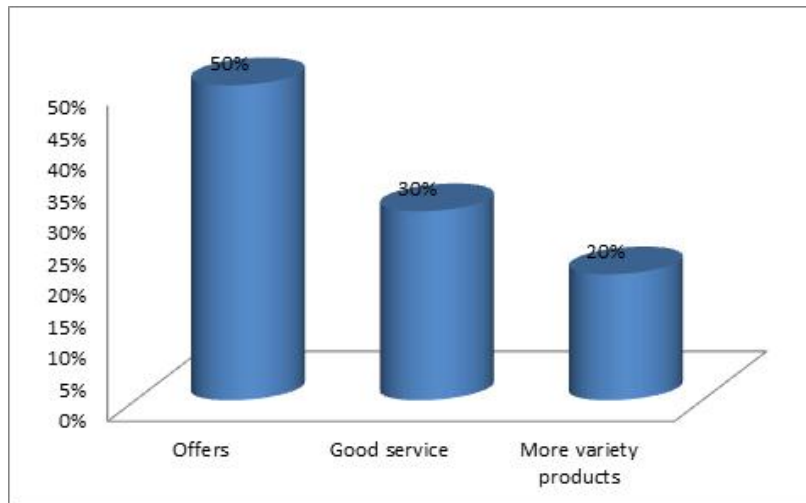
**Contact method :** Personal Interview

**Tools for Data Collection:**

**Questionnaire**

The questionnaire is of structured type, which consists of Closed ended, Open ended, multiple Choice, and Ranking type of questionnaire to suit the study. The questionnaire consists of 9 questions.

**Chart 1**



**Interpretation**

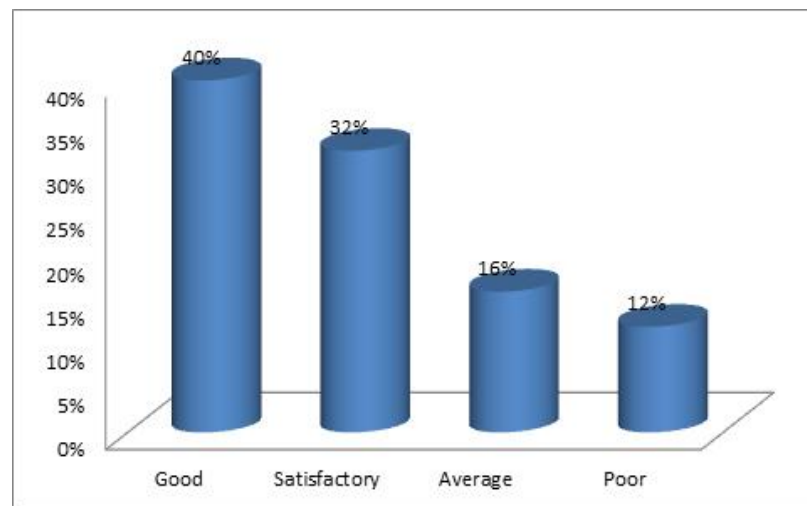
The analysis of the above table show that 50% of respondents go to More Super Market due to offers, 30% of respondents go due to good service, 20% of respondents more variety products. They select the More Super Market for shopping.

**2.The feeling of comfortably of the customer at More Super market while shopping.**

**Table 2**

Opinion	Total No. of Respondents	Percentage
Good	60	40%
Satisfactory	48	32%
Average	24	16%
Poor	18	12%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Chart 2**

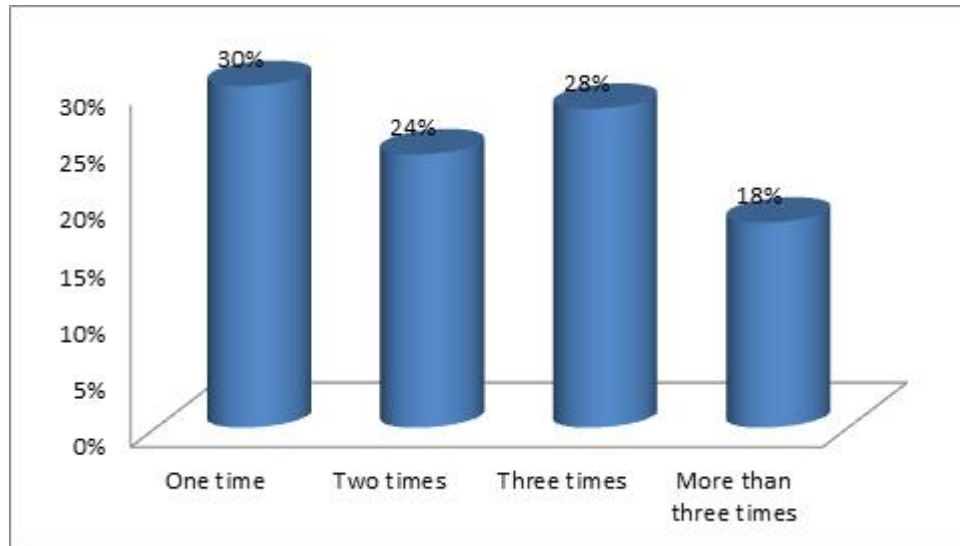


**Interpretation**

The analysis of the above table show that 40% of respondents said that the store is comfortably good, 32% of respondents said satisfactory, 16% of respondents said average and 12% of respondents are feel poor comfortable by shopping in this mall .

**3)The frequency of visiting More Super market in a month****Table 3**

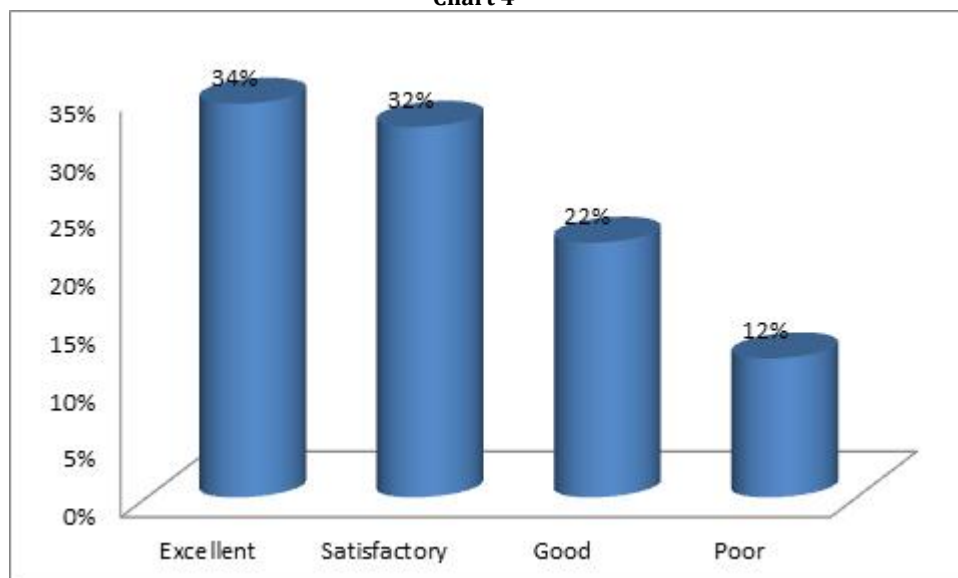
Opinion	Total No. of Respondents	Percentage
One time	45	30%
Two times	36	24%
Three times	42	28%
More than three times	27	18%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Chart 3****Interpretation**

The analysis of the above table show that 30% of respondents visits two times, 28% of respondents visit three times and 18% of respondents are more than three times. respondents visit the store once in a month, 24% of

**4)How do you feel the availability of various household products under one roof?****Table 4**

Opinion	Total No. of Respondents	Percentage
Excellent	51	34%
Satisfactory	48	32%
Good	33	22%
Poor	18	12%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Chart 4**

**Interpretation**

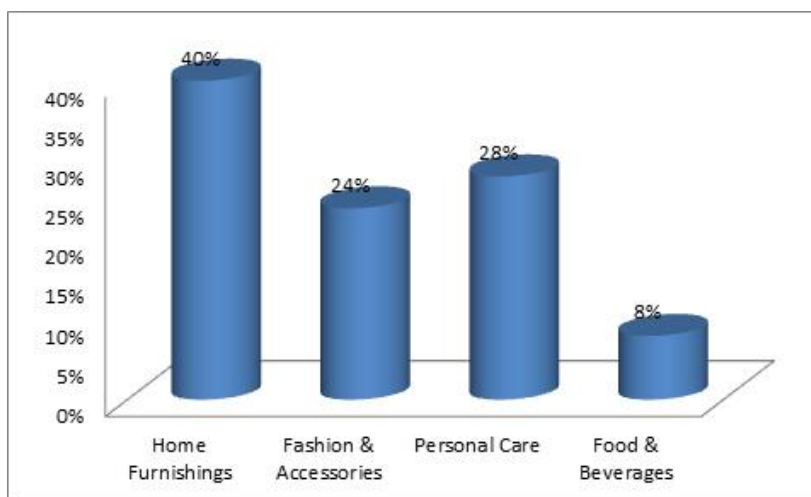
The analysis of the above table show that 34% of respondents felt poor about the availability of various household products under one roof at More super market. 32% of respondents said excellent, 22% of respondents are satisfactory, 22% of respondents said good and 12% of

**5) What products do you like to purchase at More Super market?**

**Table 5**

Opinion	Total No. of Respondents	Percentage
Home Furnishings	60	40%
Fashion & Accessories	36	24%
Personal Care	42	28%
Food & Beverages	12	8%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Chart 5**



**Interpretation**

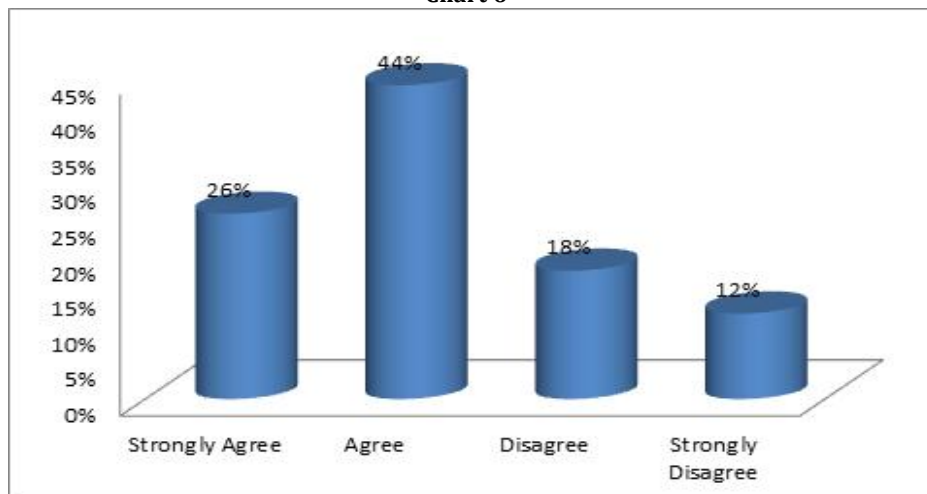
The analysis of the above table show that 40% respondents purchase Home Furnishings items, 24% of respondents purchase Fashion & Accessories, 28% respondents purchase Personal Care products and 8% respondents purchase Food & Beverages.

**6) Do you feel that More super market products are lesser price by comparing other malls?**

**Table 6**

Opinion	Total No. of Respondents	Percentage
Strongly Agree	39	26%
Agree	66	44%
Disagree	27	18%
Strongly Disagree	18	12%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Chart 6**

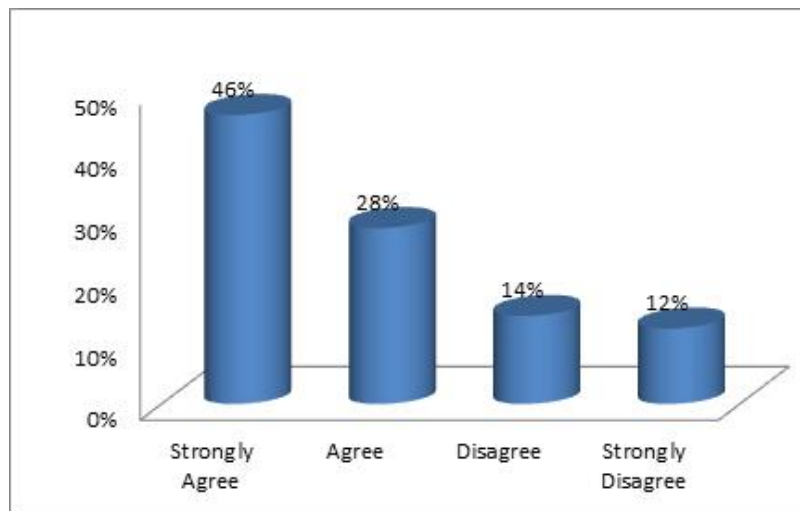


**Interpretation**

The analysis of the above table show that 26% of respondents strongly agree, 44% of respondents agree, 18% of respondents disagree and 12% of respondents strongly disagree about the product prices are low in the More super market when comparing other malls.

**7) Does the More super market offers delights you?****Table 7**

Opinion	Total No. of Respondents	Percentage
Strongly Agree	69	46%
Agree	42	28%
Disagree	21	14%
Strongly Disagree	18	12%
<b>Total</b>	<b>150</b>	<b>100%</b>

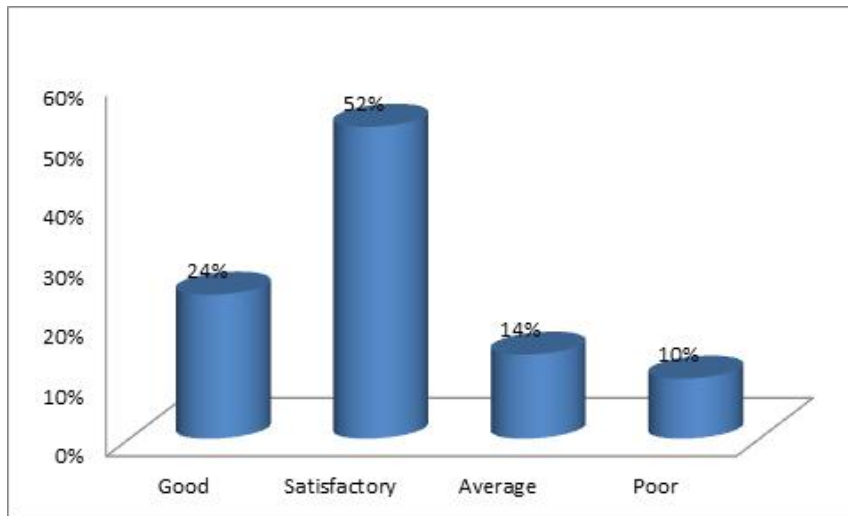
**Chart 7****Interpretation**

The analysis of the above table show that 46% of respondents strongly agree, 28% of respondents agree, 14% of respondents disagree and 12% of respondents strongly disagree that the More super market offers are delights the customers.

**8) Do you feel that our staff has given good service to you?****Table 8**

Opinion	Total No. of Respondents	Percentage
Good	36	24%
Satisfactory	78	52%
Average	21	14%
Poor	15	10%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Chart 8**



**Interpretation**

The analysis of the above table show that 24% of respondents felt good, 52% of respondents are satisfactory, 14% of respondents felt average and 10% of respondents are

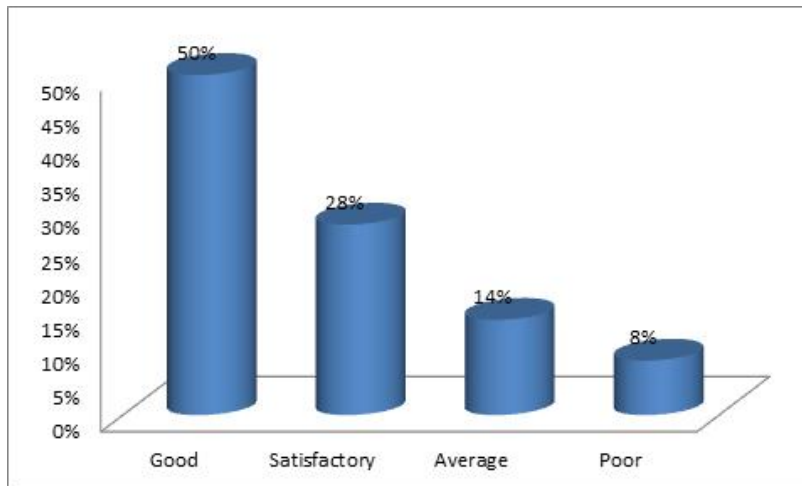
feeling poor while the staff of More super market offering services to the customers.

**9) How do you rate the overall experience with this More super market?**

**Table 9**

Opinion	Total No. of Respondents	Percentage
Good	75	50%
Satisfactory	42	28%
Average	21	14%
Poor	12	8%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Chart 9**



**Interpretation**

The analysis of the above table show that 50% of respondents feel good about the performance of the mall, 28% of respondents are satisfactory, 14% of respondents are average and 8% of respondents are feeling poor about the performance of More super market.

**FINDINGS**

- From the data analysis it is found that more number of respondents know the More through advertisement.

- From the data analysis it is found that maximum respondents are purchasing food items in the mall.
- From the data analysis it is found that when compare to other malls, more number of respondents mostly agree about product prices are lesser in this mall.
- From the data analysis it is found that maximum of respondents mostly agree about offers in the mall.
- From the data analysis it is found that maximum of respondents are satisfied from the associates services in the mall.



- From the data analysis it is found that more number of respondents said that More Super Market respond very quick service by customer service department.

### SUGGESTIONS

1. More management should concentrate on electronic goods and cloths for Improving the sales of those products.
2. More management has to give more offers to their products for generating sales.
3. More sales persons should improve their skills to give good service to the customers
4. Customer service department should increase their response time to the customer needs.
5. More management has to maintain proper sequence while arranging the products then only all products are visible to the customers.
6. More should increase the availability of all brands.
7. More management should improve the home delivery service.
8. More management should increase volume of toys in the mall to attracting the children's to buy those products.
9. More enjoys a wide range of private label products and it should go all out in promoting these products and offering attractive schemes on them.
10. More should also work on training its staff adequately because a lot of customers complain about the lack of knowledge/courteousness with regard to the staff.

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