



CRM PRACTICES IN RETAIL TRADE IN
PUDUCHERRY
– A CUSTOMERS PERSPECTIVE

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ABSTRACT

*R*etailing is as old as civilization. It is also India's largest employment generator. CRM is an emerging tool that enables the retailer to maintain their presence in modern world. Customers are the crux in CRM. In the city like Puducherry organized retailers practice CRM to attract and retain customer. .this paper attempts to study customers perception of CRM practices followed by the retailers in Puducherry region .the results of this paper shows that there is a good opinion of the CRM practices followed by retailer to attract and retain the customer.

KEYWORDS: Retailer, Customer Relationship Management, Consumer Expectations.

1. INTRODUCTION

Customer relationship management in a comprehensive strategy and it is the process of acquiring. Retaining and profitable and selective customer to optimize value for the company and the customer. CRM is a very important tool to understand the customer in a better way and know customer expectation and demands. Consumer expectations are higher than ever because there is so much information freely available and can be easily reached. When a consumer enters a store he knows more about the product than the

retailer who is selling it. It's therefore a challenge for any retailer to keep up with the consumer's expectation. At this juncture CRM acts as a crusader to understand as well as anticipate the need of current and potential customer.

2. OBJECTIVE OF THE STUDY

1. To understand CRM system used by retail outlets in Puducherry
2. To analyse the importance of CRM from the customer point of view



- To study the benefits of the CRM to the customers

3. SCOPE OF THE STUDY

The scope of this study is wide and valuable. The study deals with the customer's perception towards CRM practices in retail trade. The study is limited to Puducherry region only.

4. RETAIL OUTLETS IN PUDUCHERRY

Puducherry is tier II city where organized retail sector is growing at a fast space. Top branded retail outlet in different segments like Jewellery, Textile, Grocery, Electronic and Footwear are major players. Organized retail outlet in Puducherry concentrate and target profitable customers from different income segments like, rural, urban, high, middle and low income segments.

5. RESEARCH METHODOLOGY

5.1 Research design:-

The main aim of the study is to know the customer perception towards CRM practices followed in retail trade. Therefore descriptive research is adopted.

5.2 Area of the study:-

The study is conducted among all class of customer who shop regularly and occasional buyers in organized retail outlets in puduchery region.

5.3 Sample size:-

Sample size is taken in this study is 100.

5.4 Period of study:-

The study was conducted during the period from July 2014 to August 2014.

6. RESEARCH INSTRUMENTS

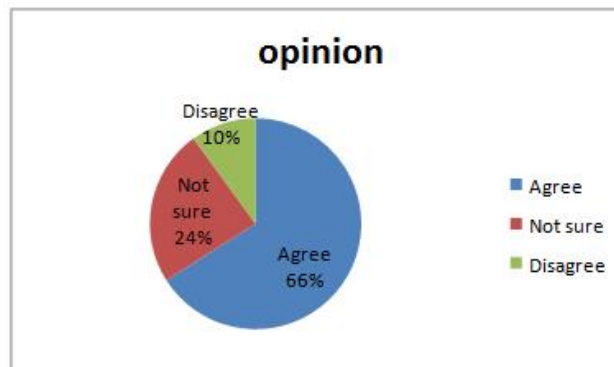
A standard questionnaire is prepared for the collection of data from various respondents. The questionnaire is designed in such a way that the main aim of collecting essential information for the study would meet the set of objectives.

7. INTERPRETATIONS OF COLLECTED DATA

1. The retailer keeps my purchase records accurately

Items	No. of People	Percentage
Agree	66	66%
Not sure	24	24%
Disagree	10	10%
Total	100	100

Sources: primary data



Sources: primary data

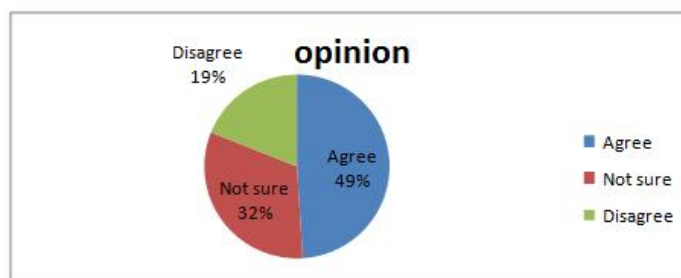
RESULT

As for the responses it is found that 66% agree that the retailer keep purchase records accurately. 24% of the customers are not sure about the retailer in maintaining the purchase record

2. The employees and staff of the retail outlet are friendly and polite

Items	No. of People	Percentage
Agree	49	49%
Not sure	32	32%
Disagree	19	19%
Total	100	100

Sources: primary data



Sources: primary data

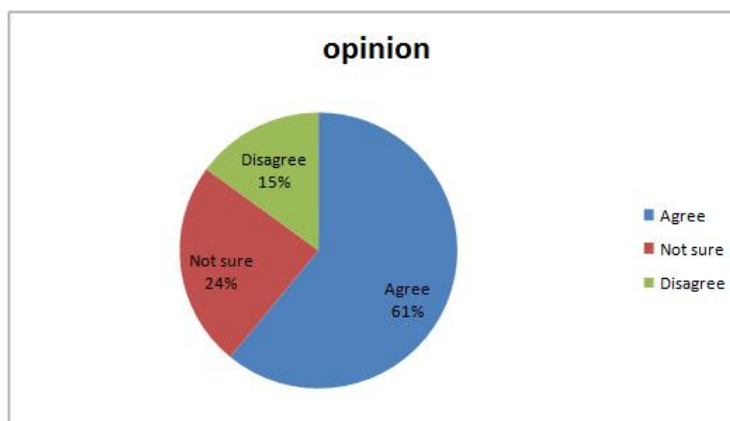
RESULTS

As for the responses it is found that 49% agree that employees/staff of the retail are friendly and polite. 32% of the customers could not feel (not sure) that employees/staff of the retail outlet are friendly and polite.

3.Overall in the retail outlet the management of relationship with the customers is adequate

	No. of people	percentage
Agree	61	61%
Not sure	24	24%
Disagree	15	15%
total	100	100

Sources: primary data



Sources: primary data

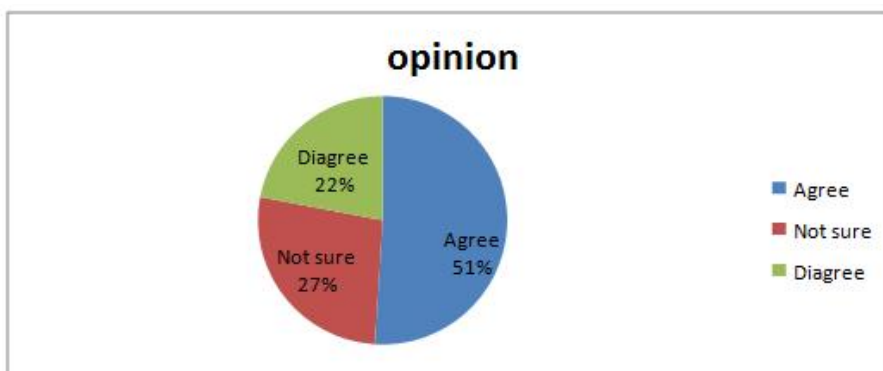
RESULTS

As for the responses it is found that 60% of customers agree that retailer relationship with the customer is adequate. 25% of customers are not sure about the relationship with the customers.

4.Employees of retail outlet have sufficient product knowledge

Items	No. of People	Percentage
Agree	51	51%
Not sure	27	27%
Disagree	22	22%
Total	100	100%

Sources: primary data



Sources: primary data

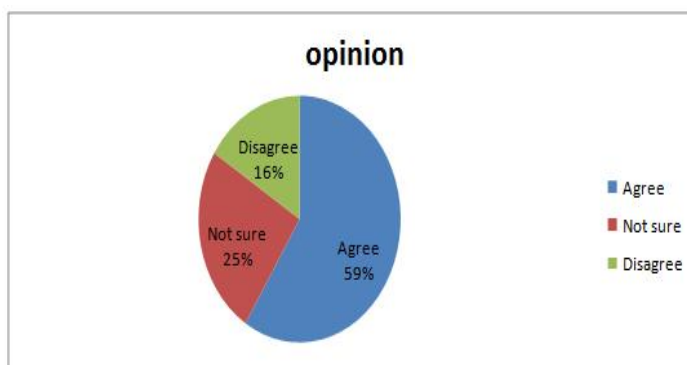
RESULT

As for that response it is found that 51% of respondents agree employees in the retail outlet have sufficient product knowledge and they can assist in the purchase process. 27% of the respondents are not sure about the retailers' sufficient knowledge about the product.

5.The retail outlet handles customers complaints properly

Items	No. of people	percentage
Agree	59	59%
Not sure	25	25%
Disagree	16	16%
Total	100	100%

Sources: primary data



Sources: primary data

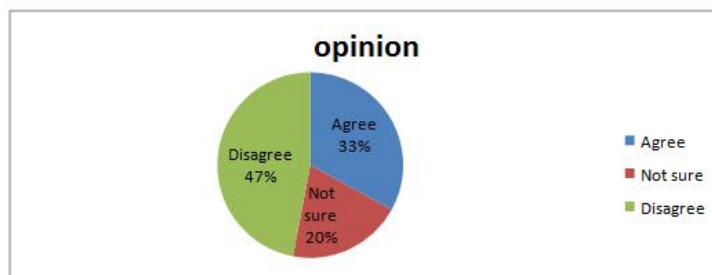
RESULT

As for the responses it is found that 59% of respondents agree that retailers handles the customers complaints properly.25% of the respondents are not sure about the retailers handling the customers complaints.

6.Building the relationship with the retail outlet is worthwhile

Items	No. of People	Percentage
Agree	33	33%
Not sure	20	20%
Disagree	47	47%
Total	100	100%

Sources: primary data



Sources: primary data

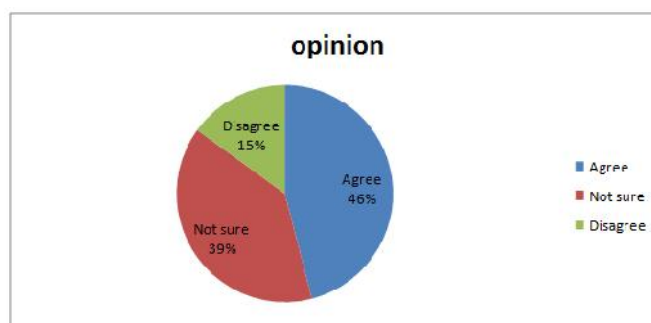
RESULTS

As for the responses it is found that 47% of the respondents disagree that relationship with retailers is worthwhile. 33% agree about the relationship with the retailers in worthwhile.

7.The retail outlet provides excellent customer service

	No. of people	percentage
Agree	46	46%
Not sure	39	39%
Disagree	15	15%
total	100	100%

Sources: primary data



Sources: primary data

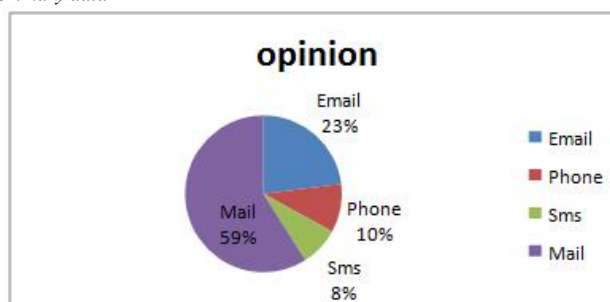
RESULT

As for the responses it is found that the retailer providing excellent customer service is opinioned by 46% of respondents.39% of respondents are not sure about the retail provides the excellent service.

8.The retail outlet provides more information regarding special schemes to me personally

Items	No. of People	Percentage
Email	23	23%
Phone	10	10%
Sms	8	8%
Mail	59	59%
Total	100	100%

Sources: primary data



Sources: primary data

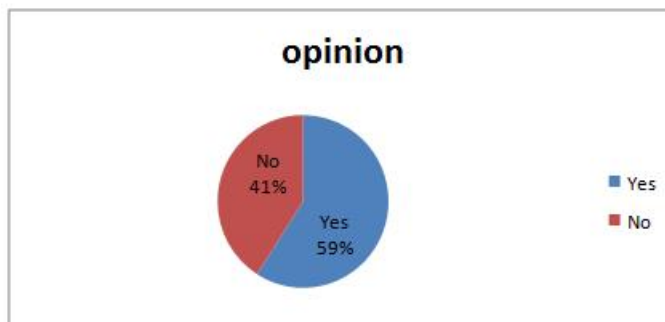
RESULT

As for the responses it is found that more special schemes are offered to the customers by mail option opines 59% of respondents .email provides more information regarding special schemes opinion 23% of respondents.

9. The retail outlet sends me festival/anniversary/birthday cards

Items	No. of People	Percentage
Yes	59	59%
No	41	41%
Total	100	100%

Sources: primary data



Sources: primary data

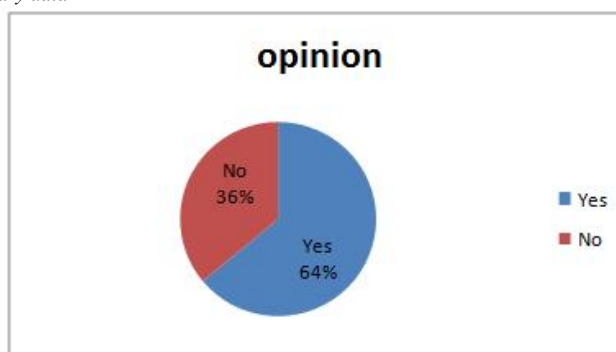
RESULT

As for the responses it is found that 59% of respondents say yes for the retailer who sends festival/ anniversary/birthday cards. 41% of respondents say no for the same as they did not receive any festival/ anniversary/birthday cards.

10.The retail outlet provides availability of customers feedback forms

Items	No. of People	Percentage
Yes	64	64%
No	36	36%
Total	100	100%

Sources: primary data



Sources: primary data

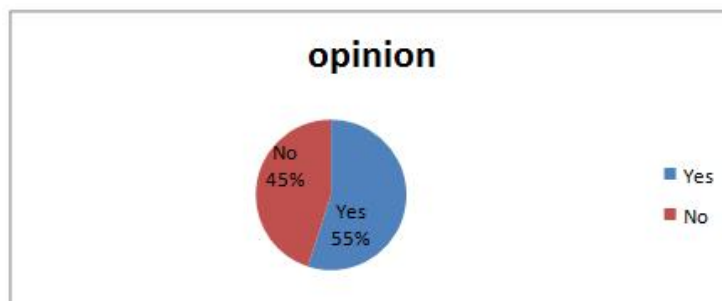
RESULT

As for the responses it is found that the availability of customers' feedback forms is accepted by 64% of respondents. 36% of respondents are not accepting of the availability of customer feedback forms.

11. The retail outlet values suggestions of customers

Items	No. of People	Percentage
Yes	55	55%
No	45	45%
Total	100	100%

Sources: primary data



Sources: primary data

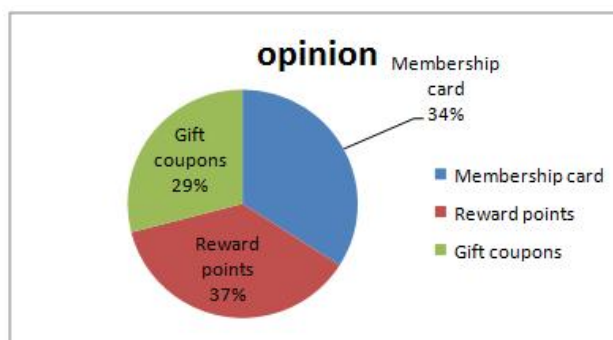
RESULT

As for the responses it is found that customer suggestions are valued opinion 55% of respondents. In few case say 45% of respondents feel that customer suggestion are not valued.

12. The retail outlet provides me

Items	No. of People	Percentage
Membership card	34	34%
Reward points	37	37%
Gift coupons	29	29%
Total	100	100%

Sources: primary data



RESULT

As for the responses it is found that the retail outlet provides reward points opinion 37% of respondents. Only membership cards are provided opinion 34% of respondents. Membership cards and gift coupons are least in the Pondicherry city.

8. FINDINGS OF THE STUDY

Best CRM practices in Pondicherry:-

1. Most of the retailer keep purchase records of the customers
2. The staff/employees of the retail unit are friendly to the customer. They treat their customer politely.
3. Retailer in Pondicherry maintains adequate relationship with customers.
4. Employees of retail have sufficient product knowledge.
5. Retailer handles their customer employees properly.
6. There is a greater disagreement in building relationship with retailer in Pondicherry region.
7. Retailer in puducherry provides excellent customer service.
8. Retailer in puducherry provides more information to their customer through mails and email.

9. They also send festival cards/anniversary/ birthday cards.
10. They provide customer feedback forms.
11. Retailer in puducherry values the suggestions of customers.
12. Retailer in puducherry offer more membership cards to attract customers.

9. CONCLUSION

The root of the study is that most of the respondents feel that CRM is an important aspect to the retailer to know about the interest, needs and buying habits likes dislikes and refocus its strategy to serve the customers better. Better the retail service, the more customers' retailer will win and

retain. The study also reveals that customers in Puducherry region have a very good opinion about the CRM practices followed by the retailer.

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