

A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT STRATEGY OF RAN INDIA STEELS PVT LTD WITH REFERENCE TO TRICHENGODE

Sathyapriya K

Final Year MBA Student, Department of Management Studies, Paavai Engineering College (Autonomous), Pachal, Namakkal, Tamil Nadu. Email ID: sathyapriya942002@gmail.com

Abstract—Sales promotions are marketing activities that simulate consumer purchases and improve retailer or middlemen effectiveness and cooperation. Cents off in store demonstrations samples, coupons gifts, product tie ins contests, sweepstakes sponsorship of special events such as concerts and fairs (even donut parades), and point of purchase displays are types promotion devices designed to supplement advertising and personal selling in promotional mix. In a competitive world, there are many problems in International marketing of Steel industry. Some problems can be solved, but many problems may not be solved. Now a day, most of the people are living in rural areas. Rural marketing is important for developing our economy. Manufacturers face many problems in marketing their product in all areas because most of the rural consumers earn low incomes, have low levels of literacy, low levels of brand awareness, communication and transportation facilities. The consumers are finding various problems in selecting their fast moving consumer goods. It is identified that there is a need for research work in the field of consumer attitude towards international sales promotion of Ran India Steels (P) Ltd.

INTRODUCTION

Sales promotions are marketing activities that simulate consumer purchases and improve retailer or middlemen effectiveness and cooperation. Cents off in store demonstrations samples, coupons gifts, product tie ins contests, sweepstakes sponsorship of special events such as concerts and fairs (even donut parades), and point of purchase displays are types promotion devices designed to supplement advertising and personal selling in promotional mix.

Sales promotions are short term efforts directed to the consumer or retailer to achieve such specific objectives as consumer product trial or immediate purchase, consumer introduction to the store, gaining retail point of purchase displays encouraging stores to stock the product, and supporting and augmenting advertising and personal sales efforts.

STATEMENT OF THE PROBLEM

In a competitive world, there are many problems in International marketing of Steel industry. Some problems can be solved, but many problems may not be solved. Now a day, most of the people are living in rural areas. Rural marketing is important for developing our economy. Manufacturers face many problems in marketing their product in all areas because most of the rural consumers earn low incomes, have low levels of literacy, low levels of brand awareness, communication and transportation facilities. The consumers are finding various problems in selecting their fast moving consumer goods. It is identified that there is a need for research work in the field of consumer attitude towards international sales promotion of Ran India Steels (P) Ltd.

OBJECTIVES OF THE STUDY

Primary Objectives:

A Study on International Sales Promotion measure towards Ran India Steels (P) Ltd with special reference to Tiruchengode

Secondary Objectives:

- To study the advertisement and international sales promotion measure effectiveness to the product process.
- To study sales techniques using by steel industries.
- To understand the organization structure and processes in a practical setting.
- To get an idea about how different functional departments are structured and how each one of them operate and international sales promotion measure.
- To know how the key business processes are being carried out in a manufacturing firm.
- To study the interdependence of different departments for international sales promotion measure and end-users.

SCOPE OF THE STUDY

This study includes direct interaction with the international sales promotion measure and this helps to know the customer satisfaction level to great accuracy. This study is of importance to the company which will know the following factors:

It factors fineness of the steel setting time attractive packaging brand image quick delivery time wide availability scope of this study is to achieve sales techniques and promotion measures.

LIMITATION OF THE STUDY

- Some customers were not able to understand some of the questions.
- The sample size was not enough and it failed to give the picture or the result of the survey some sales men or dealers did not co-operate well.
- The questionnaire did not cover the whole aspect of the market potential of steel.
- Lack of international sales promotion measure is limitation for some times.
- Lack of co-operative from certain departments due to their workload to the international sales promotion measure department

RESEARCH METHODOLOGY

Research Methodology is a systematic way to solve a research problem; it includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them. The present study was conducted at Shri Alamelu steels at Salem.

RESEARCH DESIGN

“A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure”. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

SAMPLING DESIGN

POPULATION

The aggregate elementary units in the survey are referred to as the population.

Sample Size

The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 120 respondents.

SAMPLING UNIT:

Sampling unit is in Shri Alamelu steels, at Salem.

METHOD OF DATA COLLECTION

PRIMARY DATA

Primary data directly collected from the dealers, retailers and end users in Shri Alamelu steels.

SECONDARY DATA

Secondary data is collected from company profile and company magazine.

SAMPLING TECHNIQUE

The sampling technique used in this study is “convenience sampling” when the population element for inclusion in the sample is based on the ease of access. It can be called as convenience.

STATISTICAL TOOLS USED

The commonly used statistical tools for analysis of collected data are:

1. Simple Percentage analysis
2. Chi-square Analysis
3. Correlation Analysis
4. ANOVA

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE ANALYSIS

Age / Overall satisfaction	Very satisfied	Satisfied	Dissatisfied	Highly satisfied	Total
Less than 25 years	3	5	4	3	15
25 -30 years	4	7	6	4	21
30 - 35 years	8	14	11	8	41
Above 40 years	10	17	13	8	48
Total	25	43	34	23	125

(Source: Primary Data)

NULL HYPOTHESIS

.H₀: There is no significance relationship between age of the respondents and overall satisfaction rating in this company.

ALTERNATIVE HYPOTHESIS

H₁: There is a significance relationship between age of the respondents and overall satisfaction rating in this company.

Particular	Observed Frequency	Expected Frequency	(O-E)²	(O-E)²/E
R ₁ C ₁	3	3	0	0
R ₁ C ₂	5	5.16	0.03	0.00
R ₁ C ₃	4	4.08	0.00	0.00
R ₁ C ₄	3	2.76	0.06	0.02

R ₂ C ₁	4	4.2	0.04	0.00
R ₂ C ₂	7	7.22	0.04	0.00
R ₂ C ₃	6	5.71	0.08	0.01
R ₂ C ₄	4	3.86	0.02	0.01
R ₃ C ₁	8	8.2	0.04	0.00
R ₃ C ₂	14	14.10	0.01	0.00
R ₃ C ₃	11	11.15	0.02	0.00
R ₃ C ₄	8	7.54	0.21	0.02
R ₄ C ₁	10	9.6	0.16	0.02
R ₄ C ₂	17	16.51	0.24	0.01
R ₄ C ₃	13	13.06	0.00	0.00
R ₄ C ₄	8	8.83	0.69	0.08
Calculated value				0.17

Degree of freedom = (r-1) (c-1) = (4-1) (4-1) = 9

Level of Significance = 5%

Table value = 16.919

Calculated value = 0.17

RESULT

Since the calculated value is less than the table value. So we accept the null hypothesis. There is no relationship between age of the respondents and overall satisfaction rating in our company.

CORRELATIONS ANALYSIS

RELATIONSHIP BETWEEN SATISFIED ON THE APPROACH AND AGREE WITH COMPANY SUCCESSFULLY IMPLEMENT

X	Y	X ²	Y ²	XY
53	33	2809	1089	1749
49	37	2401	1369	1813
12	36	144	1296	432
11	19	121	361	209
∑ X = 125	∑ Y = 125	∑ X² = 5475	∑ Y² = 4115	∑ XY = 4203

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

$$r = \frac{4203}{\sqrt{5475(4115)}}$$

$$r = \frac{4203}{4746.54}$$

$$r = 0.99$$

Result: This is a positive correlation. There are relationships between Satisfied on the approach and agree with company successfully implement.

FINDINGS

1. Majority 38% of the respondents age are above 40 years.
2. Majority 75% of respondents are male.
3. Majority 52% of the respondents are married.
4. Majority 30% of the respondents are neutral in service satisfaction.
5. Majority 34% of the respondents are satisfied in overall satisfaction.
6. Majority 41% of the respondents are very likely recommend our product.
7. Majority 33% of the respondents are agree in relationship with customer.
8. Majority 64% of the respondents are said CRM function different between existing new customers.
9. Majority 37% of the respondents are strongly agree in product service.
10. Majority 42% of the respondents are price reason for steel products.
11. majority 66% of the respondents said company able to give excellent customer service.
12. Majority 42% of the respondents are highly satisfied in getting our requirement.
13. Majority 30% of the respondents are attract new customer with company successfully implement CRM System.
14. Majority 36% of the respondents are very useful CRM business performance perspective.
15. Majority 44% of the respondents are good in price of the product.
16. Majority 41% of the respondents are better experience in CRM strategy is follow in our company for improving the customer service.
17. Majority 40% of the respondents are after sales features of CRM relation with firm to choose the product.
18. Majority 58% of the respondents are strongly agree in promotional offer.
19. Majority 35% of the respondents are below 2 years using company products.

SUGGESTIONS

- The company should work towards building customers lifetime value enhances customer relationship.
- Placing knowledge and technical sales people who are able to provide complete information to the customers their enquiry would be of greater advantage to the company.
- The firm should work towards proper value delivery network where customers get value for the product.
- Attention should be paid on addressing all the small and minute problems and queries in the customer product division.
- Customers feel that the customer product division should involve more “Personnel and Human touch”

- The firm should work towards bridging the gap between the customer's expectations before purchase and customers satisfaction after the usage of the product.

CONCLUSION

A Customer relationship management is useful for many reasons. It helps companies keep track of shopping trends, maintain positive relationships with their customer base and follow support issues. Customers are the backbone of any kind of business activities, maintaining relationship with them yield better result.

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