

## **A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT KARNATAKA SILK INDUSTRIES CORPORATION LTD. (MYSORE SILK), BANGALORE**

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**Abstract**—The main objective of this paper to study about the customer relationship management at KSIC ltd. In Bangalore through this the concept of CRM describes about the method of maintaining a firm's contact with the current and potential customers. It mainly uses data examination about the customer's history with a firm's and to maintain long term relationship with their customers and they are specially focusing on the customer retention and increase their sales. Through this analysing customer relationship between the KSIC and customer they maintained, customer loyalty towards brand of Mysore silk, customer satisfaction level and the value-added services and products offered by the KSIC to their customers. The data collected from the respondents of 100 members that is primary data for this data collection questionnaires are prepared that it include open ended and close ended questions that are framed and convince sampling method were adopted through this data analysis and interpretation are done on the basis of percentage analysis by this we had find out more number respondents that they are women's. Through this survey we came to know about the CRM concept was successfully implemented by the organization by this they had fulfilling the needs and wants of their customer's and their future expectations also. Our survey questions like quality ratings, pricing, reference, product offers and discount information, personal touch, customer payment methods, staff behaviour and comparison of silk brands for this all questions in survey positively given their opinions through all this reason that the concept CRM implementation in the firm and lastly we can say KSIC today also giving tough competition in front of the other silk brands in the market.

**Keywords**—Brand, Customer Loyalty, Customer Relationship Management, Products, Satisfaction Level.

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### **I. INTRODUCTION**

The current market setting for silk in India is one of energetically developing inner interest for silk texture, with development paces of above 10% every year. KSIC produces 6.000 sarees consistently and, furnished with the GIR Certificate, KSIC now designs to have a merchant in each state. Manufacturers or brokers can utilize "Mysore Silk showcase their silk texture without KSIC gesture item should be made in Mysore locale corrective activity for unapproved utilize Every Mysore silk saree will convey a logo Intellectual Property India.

The KSIC (Mysore silk) implemented the concept of customer relationship management in its firm. CRM is a demonstrated methodology that enables organizations to pull in, hold and expand the estimation of customers through the assortment, absorption and use of customer information. Furthermore, it is the techniques of activities you execute to change your organization's innovation, individuals, and procedures to permit this change. Basically, it is a key methodology that enables retailers and different organizations to deal with the customer relationship (or deal with the trendier "customer experience"). Customer Relationship Management is the strongest and the most imaginative system in keeping up and making joins with clients. Client relationship the board is not simply unadulterated business yet likewise ideate strong individual holding inside people. Headway of such a holding drives the business higher than any time in recent memory of progress. At the point when this individual and energetic linkage is developed, it is straightforward for any relationship to perceive the genuine needs of client and help them to serve them in an unrivalled way. It is a conviction that more the cutting-edge strategies related with executing the client relationship the administrators, the stronger and more gainful is the business. An enormous part of the affiliations has submitted world

class instruments for keeping up CRM systems into their workplace. A segment of the profitable instruments used in most of the acclaimed affiliation are Batch Book, Sales power, Buzz stream. The most grounded piece of Customer Relationship Management is that it is very sense. The upside of adequately completed CRM system is that there is less need of paper and manual work which requires lesser staff to supervise and lesser advantages for oversee.

### **Measurements of Success of CRM**

Some regular measurements utilized include:

- Customer maintenance: Expanded user unwaveringness can be shown through recurrent buys over a given time span, expanded item infiltration, expanded exchange size, and expanded strategically pitching and up selling.
- Customer benefit: How gainful a buyer is can be estimated through expanded income per client, expanded lifetime esteem and diminished expense to serve.
- Piece of the pie: Measure your market infiltration by contrasting your association's presentation against rivals.
- Money related examination: Measure substantial money related measurements of your CRM activity, for example, all out expense of possession, degree of profitability, net present worth, inside pace of return and income per share.
- Cost reserve funds: Instances of how much your association could spare by utilizing client data incorporate decreased advertising costs, directed advancements, better stock control and reserve funds through operational efficiencies.
- Income and net revenues: Think about quarter-over-quarter and year-over-year changes.

### **Customer Loyalty**

Customer trustworthiness is unequivocally related to shopper faithfulness as perky clients dependably favour the brands that address their issues. Ardent clients are purchasing an organization's things or organizations just, and they are not prepared to switch their tendencies over a genuine firm.

### **Customer satisfaction**

End user loyalty demonstrates the satisfaction that customers get from working with a firm. At the end of the day, it is the manner by which glad the customers are with their exchange and generally speaking involvement in the organization. Customers get fulfilment from an item or a help dependent on whether their need is met easily, in an advantageous way that makes them faithful to the firm.

### **Customer Data collection**

Information assortment activities need to consider all instalment frames just as all customer touch points, including however not restricted to the accompanying:

- POS
- SMS
- Web-based social networking
- Site
- Points of arrival
- Email
- Automatic

### **Brand**

A brand separates an item from comparative different items and empowers it to charge a higher premium, as an end-result of a reasonable personality and more prominent confidence in its capacity.

### **Value added services**

Worth added applies to models when a firm takes a thing that may be seen as homogeneous with hardly any differentiations from that of a competitor, accepting any and outfits expected customers with a component or additional that gives it an increasingly conspicuous impression of critical worth.

## **Products offered**

A thing is the thing offered accessible to be bought. A thing can be help or a thing. It might be physical or in virtual or advanced structure. Everything is made to a detriment and each is sold at an expense.

## **II. REVIEW OF LITERATURE**

According to **Peppers and Rogers (2011)**, there is overall penchant in customer relationship the board that relates to the move from esteem-based model towards the relationship model. Thusly, Peppers and Rogers (2011) battle that awesome client needs because of on-time trade is not satisfactory today to ensure the drawn-out improvement of the associations. Or maybe, associations need to try to keep up long stretch relationship with their customers to keep up versatility to grasp their growing wants and thusly achieving their profound established dependability. Peppers and Rogers (2011) further weight that, associations that will not perceive this penchant in the overall business community would change their bit of the general business and advancement prospects later. An overall procedure towards the issues of customer relationship the board is gotten by **Raab et al (2008)** in "client relationship the board: an overall perspective". The estimation of this specific work to the proposed examination can be explained to such an extent that it will allow the connection of client relationship the official's gauges to the practically identical norms rehearsed by other overall retailers in an overall business place. **Mueller (2010)** describes customer relationship the executive's part of the business as a profoundly unique, and convincingly contends that organizations need to receive a proactive methodology in contriving pertinent projects and activities to stay serious in their ventures. Customer relationship management (CRM) is characterized as the administration of common relationship among client and firm where assortment and examination of purchaser information assumes noteworthy job (**Saarija'rvi, Karjaluoto and Kuusela, 2013**). For a long time, CRM study remained the focal point of fascination both in the scholarly community and business condition (**Awasthi &Sangle, 2013**). This view was moreover upheld by **Bose (2002)** that as a result of changing nature of the overall condition and competition, firms can't battle well with minor central focuses and beguiles that can without a very remarkable stretch be copied by fighting firms .The execution of CRM is an enabled opportunity to rise above minor focal points with veritable focus on making genuine relationship with clients. Firms those are best at passing on what client's need are will undoubtedly be pioneers of what might be on the horizon. Numerous organizations today understand the significance of CRM and its capability to assist them with accomplishing and support a serious edge (**Peppard, 2000**).

## **III. IMPORTANCE OF THE STUDY**

It is primarily helpful that the information examination about their customers history with a KSIC (Mysore silk) organization. Considering that the information data KSIC (Mysore silk) can improve their business relationship with their customers. The finest designer of silk sarees, salwar kameez, shirt's kurta's, silk dhoti and men's tie. they are mostly concentrating on the maintenance of the customer towards their item quality brand. CRM fundamentally innovative terms is a blunder the more valuable approach to consider CRM is a procedure that will help bring together loads of a pieces of data about customers, deals, marketing effectiveness, responsiveness and market trends through this we can consider about the customer behaviour, towards their item and furthermore through this idea the organization can be expanded their incomes.

## **IV. STATEMENT OF THE PROBLEM**

The business world today is a platform of fierce competition, companies have to compete in the marketplace to retain, as well as gain market share, earn sales revenues and of course profitability. There is a decline in sales, as they do not have client or customer data regarding customer profile, behaviour, requirements, pricing, promotion, distribution, etc. Absence of customer contact and communication cause customer ignorance, erosion of brand loyalty and has adverse effect on the performance of the organization. When updated customer or market information and competition analysis is not considered and acted upon, it may eventually lead to yielding the ground for the competition and over a period become sick and bankrupt ultimately. In this research, the study will be conducted to analyse, whether there exists good relationship and bonding between the Customers and KSIC and CRM plays its role in the operations of the organization.

## **V. OBJECTIVES OF THE STUDY**

- 1) To analyse the Customer Relationship between the Company and its customers.
- 2) Customers Loyalty towards Brand – “MYSORE SILK”.
- 3) To assess the satisfaction level of the customers.

4) To analyse the Value-Added Services and Products offered by KSIC.

## VI. SCOPE OF THE STUDY

The scope of the Study will be limited to the Customers Relationship and Perception, customer Loyalty and Products and Services that are offered by KSIC (Mysore silk) limited to Bangalore City and will be focused on the Stand-Alone Branch of the KSIC head office Bangalore. The scope of dissertation report is to get opinion from the respondents.

## VII. LIMITATIONS OF THE STUDY

- The study will be restricted to only KSIC, head office Bangalore.
- The time available will be very limited.
- Very less intervention as the officials are busy in their routine work.
- During the Covid-19 lockdown situation collected information through the tele conversation from the KSIC.
- Opinion of respondents.

## VIII. RESEARCH METHODOLOGY

### SAMPLING

Convenience sampling Otherwise called usability testing is a nitty gritty sort of non-likelihood inspecting technique that relies upon information assortment from populace individuals who are effectively realistic to partake in study.

- **Population:** Customer of the KSIC
- **Sample Size:** 100 Respondents (customers).
- **Sampling Methodology:** Data would be collected by using convenience sampling.

### SOURCES OF DATA COLLECTION

#### • Primary Data

The essential information will be gathered through a poll. Open-ended Closed ended and Yes or No inquiries will be utilized in drafting the poll. There will be additionally different factors, for example, individual inclination about the items, their fulfillment levels, and so on, will be likewise included. Meeting regulated close end addresses will be given to the office tops of the organization to gather the data about item and advertising procedures executed and a perception of the data will be continued.

#### • Secondary Data

Significant wellsprings of optional information will be extricated from different diaries, magazines, papers, sites, and so forth.

### TOOLS FOR DATA COLLECTION

Questionnaires, observations, focus groups and interviews are among some of the most used techniques.

## IX. DATA ANALYSIS AND INTERPRETATIONS

### 1. TABLE SHOWING THE KSIC (MYSORE SILK) CUSTOMER'S AGE.

<i>Age</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Below 20 Years	10	10%
20 – 30 Years	26	26%
30 – 50 Years	51	51%
Above 50 Years	13	13%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for the age data, 10% of them were below 20 years, 26% were in the age group between 20 to 30 years and 51% were in the category of 30 to 50 years and the remaining 13% were above 50 years age. Most of the customers fall in the category of 20 to 30 years and 30 to 50 years.

**2. TABLE SHOWING KSIC (MYSORE SILK) CUSTOMER'S GENDER OF RESPONDENTS**

<i>Gender</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Male	11	11%
Female	89	89%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for gender respondents, 89% of them females and only 11% were males who uses the KSIC (Mysore silk) Products.

**3. TABLE SHOWING KSIC (MYSORE SILK) CUSTOMER'S MARITAL STATUS**

<i>Marital Status</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Married	82	82%
Unmarried	18	18%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed about the marital status, 82% of them are married and only 18% of them are unmarried.

**4. TABLE SHOWING KSIC (MYSORE SILK) CUSTOMER'S EDUCATIONAL QUALIFICATION**

<i>Criteria</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Pre-university	23	23%
Under graduate	31	31%
Post graduate	19	19%
Others	27	27%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed about the educational qualification, 23% of them were Pre-university, 31% of them were Under graduates, 19% were post graduates, 27% were others means they are tenth standard (SSLC) indicated and some are told they obtained school education only.

**5. TABLE SHOWING KSIC (MYSORE SILK) CUSTOMER'S MONTHLY INCOME**

<i>Income (Per Month in Rs.)</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Up to 20,000	40	40%
20,000 – 30,000	35	35%
Above 30,000	25	25%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed about their customers' Monthly income, 40% of their Monthly income is below 20,000, 35% of their Monthly income is above 20,000 and below 30,000; remaining 25% there's Monthly income is above 30,000.

**6. TABLE SHOWING SOURCE OF INFORMATION OR REFERENCE TO CUSTOMER'S ABOUT THE KSIC (MYSORE SILK) PRODUCTS**

<i>Source of Information or Reference</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Friends	42	42%
Relatives	30	30%
Social Network	14	14%
Advertisement's	12	12%
Signage's	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customers regarding how they come to know of KSIC Products, 42% of them got the information from their friends, 30% knew from their relatives, 14% through the social networks and 12% through advertisements and remaining through the signage's is 2%.

**7. TABLE SHOWING KSIC (MYSORE SILK) CUSTOMER'S PREFERENCE OF PURCHASING OUT OF THE VARIOUS LINE OF PRODUCTS**

<i>Criteria</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Saree	71	71%
Silk shirt	11	11%
Dress material	14	14%
Shawls	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customers regarding the preference of purchasing out of the various lines of products in that majority respondent said saree and their percentage is 71%. Remaining number of respondents said like this dress material is 14%, silk shirt is 11%, and shawls are 4%.

**8. TABLE SHOWING KSIC (MYSORE SILK) CUSTOMER'S OPINION REGARDING THE PRICE OF KSIC (MYSORE SILK) PRODUCTS**

<i>Criteria</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Exorbitant	21	21%
Reasonable	40	40%
Economical	32	32%
Cheap	7	7%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customers' opinion regarding the price of KSIC Products, 21% of them were felt it was exorbitant, 40% of them feel the prices were reasonable, 32% expressed it was economical and the remaining 7% of the affirmed that the prices were cheap.

**9. TABLE SHOWING KSIC (MYSORE SILK) CUSTOMER'S OPINION REGARDING THE QUALITY RATINGS OF KSIC (MYSORE SILK) PRODUCTS**

<i>Quality Ratings of Products</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Excellent	34	34%
Very Good	26	26%
Good	24	24%
Average	10	10%
Poor	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customers' opinion regarding Quality ratings of KSIC Products, 34% of them were felt it excellent, 26% felt it was very good, 24% expressed it was good, 10% of the un affirmed that it was average quality and we 6%re negatively expressed it as poor quality.

**10. TABLE SHOWING KSIC (MYSORE SILK) CUSTOMER'S OPINION REGARDING PERSONAL TOUCH**

<i>Criteria</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	82	82%
No	18	18%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customers' opinion regarding personal touch, 82% of them expressed that there existed personal touch with the KSIC, 18% felt it was not existent.

**11. TABLE SHOWING AWARENESS OF KSIC (MYSORE SILK) CUSTOMER'S LOYALTY AND RELATIONSHIP PROGRAMS**

<i>Criteria</i>	<i>No. Of Respondents</i>	<i>Percentage</i>
Yes	86	86%
No	14	14%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customers' opinion regarding KSIC's Customer Loyalty Programs, 86% of them expressed that KSIC operated customer loyalty programs and 14% were unaware of the same.

**12. TABLE SHOWING KSIC (MYSORE SILK) CUSTOMER'S OPINION REGARDING PRODUCT INFORMATION SHARING**

<i>Criteria</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	78	78%
No	22	22%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customers' opinion regarding product information sharing 78% agreed and confirmed it was shared with them by KSIC and only 22% expressed negative of such an exercise of KSIC.

**13. TABLE SHOWING CUSTOMER'S OPINION REGARDING KSIC (MYSORE SILK) PRODUCT OFFERS AND DISCOUNTS INFORMATION SHARING**

<i>Criteria</i>	<i>No. Of Respondents</i>	<i>Percentage</i>
Yes	75	75%
No	25	25%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customers' opinion about KSIC (Mysore silk) Product Offers and Discounts Information sharing, 75% agreed and confirmed it was shared with them by KSIC and only 25% expressed negative of such an exercise of KSIC.

**14. TABLE SHOWING CUSTOMERS' OPINION REGARDING SERVICE COURTESY OF COUNTER SALES STAFF OF KSIC (MYSORE SILK).**

<i>Criteria</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Excellent	48	48%
Very Good	30	30%
Good	12	12%
Average	7	7%
Poor	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customers' opinion regarding service courtesy of counter sales staff of KSIC(Mysore silk), 48% felt it was excellent, 30% affirmed it was very good, 12% opinioned it was good, 7% said it was average and the remaining 3% opinioned negatively as poor. The majority of them feel that it was Excellent, very good and good are they obtained by the opinion's of the customers.

**15. TABLE SHOWING CUSTOMER'S OPINION REGARDING AMBIENCE, CLEANLINESS AND STAFF BEHAVIOUR OF KSIC (MYSORE SILK).**

<i>Criteria</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Excellent	27	27%
Very Good	30	30%
Good	23	23%
Average	12	12%
Poor	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customer's opinion regarding service courtesy of counter sales staff of KSIC(Mysore silk), 27% felt it was excellent, 30% affirmed it was very good, 23% opinioned it was good, 12% said it was average and the remaining 8% opinioned negatively as poor. The majority of them feel that it was very good.



**16. TABLE SHOWING SOURCES OF PURCHASE OF KSIC (MYSORE SILK) PRODUCTS.**

<i>Criteria</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Cash	51	51%
cards	30	30%
EMI	19	19%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customer's opinion regarding the purchasing of products at KSIC that the payments made by customers the cash through purchased customer is more when compare to cards and Emi. So through the above table we can observe that 51% through the cashly purchase. 30% through the cards that are made and remaining them they had obatined through the Emi is 19%.

**17. TABLE SHOWING COMPARISON OF CUSTOMER'S SATISFACTION TOWARDS SILK BRANDS.**

<i>Satisfaction of Brands</i>	<i>Highly satisfied</i>	<i>satisfied</i>	<i>Need to be improved</i>	<i>Poor</i>	<i>Total</i>
Mysore Silk	34%	49%	13%	4%	<b>100%</b>
Kanchipuram Silk	39%	48%	11%	2%	<b>100%</b>
Dharmavaram Silk	24%	33%	27%	16%	<b>100%</b>

**Interpretation:** The sample of 100 respondents when interviewed for customer's opinion regarding satisfaction towards Silk Brands about the Mysore silks, Kanchipuram silks, Dharmavaram silks through the above table we can understand that customers have good opinion towards the Mysore silks majority of them said 49% satisfied towards the brand. Kanchipuram silks towards its opinion also good the majority of them they are saying that is highly satisfied of 39%. Remaining that is Dharmavaram silks opinion given by customers that they need to be improved that is 27% and majority of them said satisfied level is 33%. When we observe through the above table the ksic (mysore silk) the more of the customers have good feedback towards it .because it as created a brand image in the mindsets of the customers and their quality and maintaining the good relationship with their customers through adopting the concept of the customer relationship management it also one of the main reason for the success in the market .

**18. TABLE SHOWING FUTURE EXPECTATIONS OF THE CUSTOMER'S TOWARDS KSIC (MYSORE SILK).**

<i>Criteria</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Quick service	10	10%
Low priced product	59	59%
High quality product	16	16%
Good packaging	15	15%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customer's opinion regarding the future expectations towards the KSIC (Mysore silk) in this maximum number of respondents said low priced product and their percentage is 59%.and remaining number of respondents said like this are High quality product is 16%, good packaging is 15% and only few number of respondents said quick service and their percentage is 10%.

**19. TABLE SHOWING RECOMMENDATION OF KSIC (MYSORE SILK) BY THE CUSTOMER'S TO OTHERS.**

<i>Criteria</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	79	79%
No	21	21%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** The 100 respondents who are KSIC (Mysore silk) Customers. The sample of 100 respondents when interviewed for customer's opinion regarding the recommending KSIC (Mysore silk) products by the customer's to others for this maximum number of respondents said Yes and their percentage is 79% and remaining number of respondents said No and their percentage is 21%.

**X. FINDINGS OF THE STUDY**

- It can be fairly derived that KSIC (Mysore silk) customers are Middle aged women because Maximum number of respondents are women and their age are between 30-50 years is 51%.
- It can be derived that the KSIC (Mysore silk) customers were predominantly women because the greater number of respondents is 89%.
- According to this survey of KSIC (Mysore silk) customers that the maximum numbers of respondents are married is 82%.
- According to this survey the maximum numbers of respondents are under graduates is 31%.
- Through this survey many respondents are lower level income of a people and their monthly income is upto 20,000 is 40%.
- Through this survey most of the respondents are reference of information about the KSIC by their friends is 42%.
- According to the survey regarding customer preference of purchasing products in KSIC (Mysore silk) for this maximum number of respondents said saree is 71%.
- According to the survey regarding customers opinion regarding the price of their products a greater number of respondents said reasonable is 40%.
- Through this survey customer's opinion about the quality ratings of KSIC (Mysore silk) products for this Maximum number of respondents said Excellent is 34%.
- According to this survey about customers opinion of personal touch for this Maximum number of respondents said yes is 82%.
- Through this survey about customer loyalty and relationship program for this greater number of respondents said yes is 86%.
- Through this survey about the product information sharing by KSIC for this Maximum number of respondents said yes is 78%.
- According to this survey about the product offers and discount information sharing by the KSIC to their customers for this greater number of respondents said yes is 75%.
- Through this survey about the customers opinion about service courtesy of counter sales and staff of sales of KSIC for this Maximum number of respondents said Excellent is 48%.
- According to this survey regarding cleanliness and staff behavior at KSIC (Mysore silk) for this greater number of respondents said Very good is 30%.
- According to this survey about the source of purchase of products in KSIC for this number of respondents said through cash is 51%.
- According to this survey about the customer satisfaction about the silk brands for this maximum number of respondents said Kanchipuram silks is highly satisfied is 39%.

- According to this survey about the future expectations of customers for this greater number of respondents said low priced products is 59%.
- According to this survey about the recommendations of KSIC (Mysore silk) products to others for this majority of respondents said yes is 79%.

## **XI. SUGGESTIONS**

- It is suggested that the KSIC (Mysore silk) should provide cash discount to draw in more customers.
- It is recommended that the KSIC (Mysore silk) should take comments and complaints from the purchasers not only through face to face interviews but also through surveys.
- It is suggested that the KSIC (Mysore silk) should be flexible in its rules and procedures for the purchaser's favor.
- It is recommended that the KSIC (Mysore silk) should use information technology for CRM applications to form the marketing efforts easy and accurate.
- It is suggested that the KSIC (Mysore silk) should maintain stronger customer bonding by providing social and financial benefits.
- It is recommended that the KSIC (Mysore silk) should concentrate more customer service to retain maximum customers.
- Product Literatures, New Product Reviews, New Product Launches Communication to be sent to the customer as most of the customer are youth, they might want to have some good times and skip and will develop with the association.
- Product Range and Variety to be extended.

## **XII. CONCLUSION**

Customer relationship management is predicated on customer because endure was made in the market and concentrated on the customer and accordingly the customer is turning into a key factor for the little and huge organizations. Our study of survey that has focused on customer relationship, satisfaction, loyalty, trust, retention, and customer buying behavior is that the proportion of how the needs and reactions are teamed up and conveyed to exist client desire. By this finally we can conclude that the KSIC (Mysore silk) that they created brand image in the mindsets of their customer's and also maintained long-term relationship with their customer's .because for this success the main reason through the implementation of CRM concept in their organization. So today also they are giving tough competition in front of the other silk brands in the market.

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