A STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT FOR SHOPKEEPER : SPECIAL REFERENCE TO AMRAVATI DISTRICT

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Abstract

In the present study studied that the customer relationship management for shopkeeper. The objective of this study is to study the customer relationship management by shopkeeper respect to farmer, businessman, government serviceman etc. Null hypothesis have been considered in the present study there is no significant difference between the customers relationships maintain by shopkeeper. Descriptive research method respect to normative survey technique has been used in this study. Population of this study is all shopkeepers in the district of Amravati Maharashtra state is the population of this study. Sample of this study is selected by simple random sampling method respect to cluster total 150 shopkeeper have been selected for this study. Data collection by the self constructed questionnaire on the base of shopkeepers maintain the relationships for his customer respective various demographic variable. analysis for this data through chi square, graphical representation, frequency distribution and percentage etc. finding of the study indicated that the shopkeeper maintain the relationship management for customer through his socio-economic status.

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 the world market place. The customer has come to occupy his rightful, central place. Customer Relationship Management has undoubtedly; become the most important competitive strategy for the organizations of 21st century. By using Customer Relationship Management technology, organizations aim at establishing one to one relationships with millions of customers, spread across the globe. Implementations of Customer Relationship Management projects

are not only essential for big companies but also essential for small and medium enterprises. Therefore today Customer Relationship Management is becoming popular concept. Hence this present article concentrates on the process of customer relationship management in Cloth shops of district level. district 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 Customer Relationship Management 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 cloth shops in District level also. Therefore present study made an attempt to study the process of Customer Relationship Management in cloth shops in the district of Amravati Maharashtra state.

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). Customer Relationship Management stands for Customer Relationship Management. **According to Scoot Fletcher**, Customer Relationship Management 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 Customer Relationship Management experts, defines Customer Relationship Management as a business strategy to acquire and retain the most valuable relationships. Customer Relationship Management requires a customer centric business philosophy and culture to support effective marketing, sales and service processes. **Ronald S Swift** defines Customer Relationship Management 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 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 Customer Relationship Management helps companies to understand, as well as anticipate, the needs of current and potential customers. From Wikipedia Free Dictionary Customer Relationship Management aims at understanding the customers, their present and future needs proving 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 Customer Relationship Management, Operational Customer Relationship Management and Analytical Customer Relationship Management.

Objective of the study
1. To study the customer relationship management by cloth shopkeeper.
2. To study the farmer customer relationship management by cloth shopkeeper.
3. To study the Government serviceman customer relationship management by cloth shopkeeper.
4. To study the Businessman customer relationship management by cloth shopkeeper.

Hypothesis of the study
1. There is no significant difference between the customer relationship management by cloth shopkeeper.
2. There is no significant difference between the farmer customer relationship management by cloth shopkeeper.
3. There is no significant difference between the Government serviceman customer relationship management by cloth shopkeeper.

4. There is no significant difference between the Businessman customer relationship management by cloth shopkeeper.

Scope and De-limitation of the study

The present study had been conducted in the District of Amravati in the state of Maharashtra. Small and hole seller cloth shopkeeper have been selected in this study respect to the tahisal of Amravati District. Rural context cloth shop has not been included in the present study. In the studied that only for the cloth shopkeeper

Methodology of the study

Normative Survey Research Method was used in the present study. Total 150 cloth shopkeeper was select for the present study respect to cluster Method. Data have been collected for the self constructed questionnaire. Objective related data was collected for selective respondent on the field of study and it's analysis and interpretation than conclude the result.

Analysis and Interpretation

Table no. 1.1

There is no significant difference between the customer relationship management by cloth shopkeeper.

Level of Relationship	Customer					Chi-Square
	Farmer	**Gov. Servant**	**Busness-- man**	**Labor**	**Total**	
Good Relationship	76 (50.67)	86 (57.33)	98 (65.33)	63 (42.00)	81 (54.00)	8.207
Average Relationship	51 (34.00)	46 (30.67)	37 (24.67)	48 (32.00)	45 (30.00)	2.395
Poor Relationship	23 (15.33)	18 (12.00)	15 (10.00)	39 (26.00)	24 (16.00)	14.431
Total	150 (100%)	150 (100%)	150 (100%)	150 (100%)	150 (100%)	
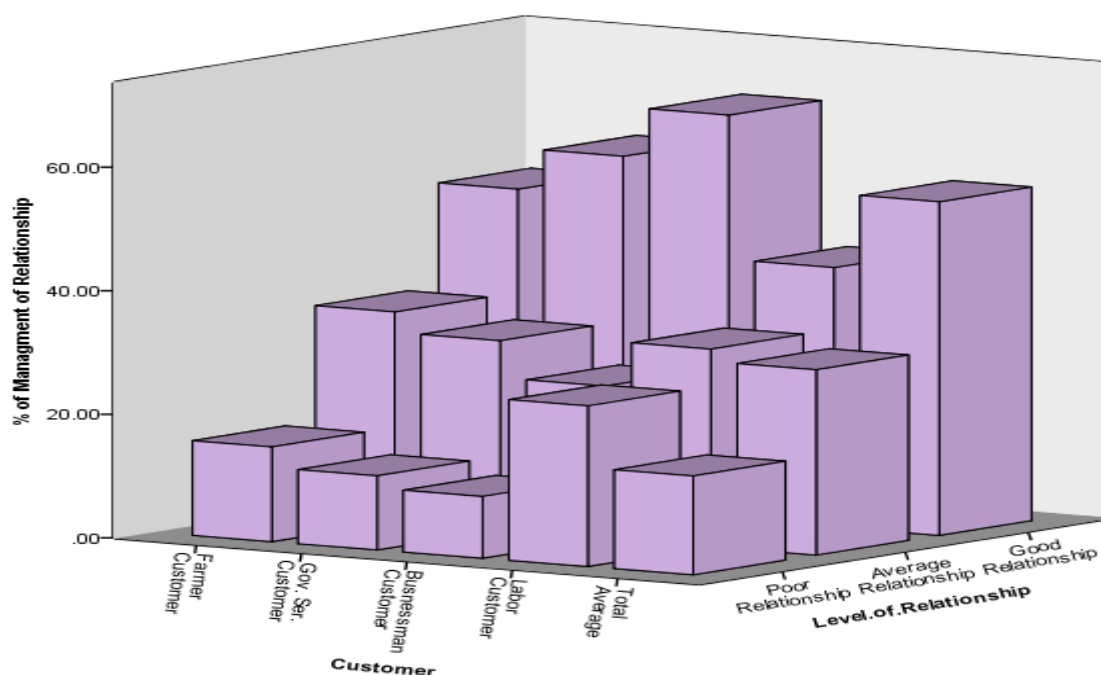
From the above table shown that the customer relationship management by shopkeeper respect to good, moderate and poor relationship for the farmer, government servant, businessman and labor respectively Good relationship of shopkeeper for his customer respect to farmer, government servant, businessman and labor it's related chi square value is 8.207 on the DF 3. This calculated chi square value is significant at 0.05 level of significant. It's means that total 54.00% customer having good relationship maintain by shopkeeper this distribution for the various demographic variable indicate that, shopkeeper maintain the good relationship for the 50.67% farmer, 57.33% government servant, 65.33% businessman and 42.00% labor. It's indicated that, shopkeeper maintain the most of good relationship for businessman customer and maintain the minimum good relationship for labor customer.

Average relationship of shopkeeper for his customer respect to farmer, government servant, businessman and labor it's related chi square value is 2.395 on the DF 3. This calculated chi square value is not significant at 0.05 level of significant. It's means that total 30.00% customer having moderate relationship maintain by shopkeeper this distribution for the various demographic variable indicate that, shopkeeper maintain the average relationship for the 34.67% farmer, 30.67% government servant, 24.67% businessman and 32.00% labor. It's indicated that, shopkeeper maintain the most of average relationship for farmer customer and maintain the minimum average relationship for businessman customer.

Poor relationship of shopkeeper for his customer respect to farmer, government servant, businessman and labor it's related chi square value is 14.431 on the DF 3. This calculated chi square value is significant at 0.05 level of significant. It's means that total 16.00% customer having poor relationship maintain by shopkeeper this distribution for the various demographic variable indicate that, shopkeeper maintain the poor relationship for the 15.33% farmer, 12.33% government servant, 10.00% businessman and 26.00% labor. It's indicated that, shopkeeper maintain the most of poor relationship for labor customer and maintain the minimum poor relationship for businessman customer.

Result

1. Shopkeeper maintains the good relationship for his customer. The businessman customer for the shopkeeper he maintain the good relationship compare to other customer.
2. Most of the farmer customer shopkeeper maintains the average relationship.
3. Most of the labor customer shopkeeper maintains the poor relationship.

Conclusion

For the above discussion conclude that the shopkeeper maintain the good, moderate and poor relationship for his customer respect to customer socio-economic status.

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