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Impact on Consumer Relationship Management in Electronics Durables

D. Arun Prasad¹

PhD (PT) Research Scholar in Management
Department of Management Studies and Research,
Karpagam Academy Of Higher Education
Coimbatore, Tamilnadu - India

Dr. M. Ashok Kumar²

Research supervisor, Professor & Head
Department of Management Studies and Research,
Karpagam Academy Of Higher Education
Coimbatore, Tamilnadu - India

Abstract: *Today's durable industries operate within a complex economic environment featuring continuous and radical change owing to the steady arrival of new kinds of competition. Organizations assumed that their products or services were better-quality that customers would automatically come towards them. But in order to compete effectively today's market, association must modify their policy to become more customer focused, not product focused, For this, Consumer Relationship Management (CRM) is a solution enables companies to improve their customers' experience with every interaction delivering real business profit, while constantly building improved consumer loyalty, increased revenues and enhanced profitability. To organize, automate and synchronize sales, marketing, customer service, and technical support CRM is involved This study investigate and to understand how CRM links people, to electronics durable industry by special reference to audio brands by taking samples.*

Keywords: *Consumer Relationship; Electronics; Durable; Market; Business.*

I. INTRODUCTION

As rapid socio-economic change sweep across India, the country is witnessing the creating of many new markets and a further expansion of the existing ones. India consumer marketing is riding the crest of the country's financial boom. In India consumer durables industry has a significant change in the past years. The consumer durable industry is operating in a highly competitive, complex and rapidly changing business environment. Business leaders of consumer durable goods organizations know their importance of having ready to access immediately with respect to time, accurate, consistent data for the purpose of establishing, development and managing customer relationship across divisions. Consumer household's classes considerably differ with consumption behavior and ownership patterns across different classes of goods. These classes exist in both in urban and rural households, depends on the income level both the consumption trends may differ significantly. Demand for electronics consumer durable goods have increased with rising income levels, change in lifestyles within families, banking facilities for credit, increasing consumer awareness with the global level over the years.

II. LITERATURE REVIEW

The consumer relation management refines and fine tune gaps between the customer's perception and company's perception internal measure minimized with respect to performance. The analysis focuses on customer satisfaction, customer loyalty and retention of customers, the study's dependent variables and the perception of customers.

Reliability, serviceability and energy saving feature were the attributes consumer desired most however consumer are ready to pass more for features. It also stare that consumer searched for product specification, that satisfied end goals Victoria Seitz, Nabil Razzouk, David Michal wells[2010]. In particular, high employee attrition can cause reduction in service quality as well as reduced capacity.

III. STATEMENT OF THE PROBLEMS

Determining consumer Satisfaction, Loyalty Retention has been brought to light by researchers in marketing. But for the production and services this information is far away. Therefore Consumer durable is one of the vital competitive segments also this area will create more challenging surrounding to survey with the other marking. This encourages doing this work.

IV. OBJECTIVE OF THE STUDY

1. To study the consumer satisfaction level of durable consumer white goods.
2. To find out growth in the business in response to customer loyalty among the customers of the durable consumer goods.

V. RESEARCH METHODOLOGY

A research design is simply a plan for study in collecting and analyzing the data with help of primary sources using questionnaires method. It helps the researcher to conduct the study in a cost-effective method and applicable to the problem. Research methodology is an efficient way to solve a research difficulty. The methodology should combine economy with efficiency.

VI. RESULTS AND DISCUSSION

The consumer durable goods are analyzed using some independent variables relevant for retaining customers here only one product has been considered whereas audio brand.

TABLE 1
MEAN SCORE

Brands Parameters(1)	Sony(2)	Creative(3)	Samsung(4)	LG(5)	Philips(6)
Building Company Image(P1)	3.75	4.30	4.25	3.71	3.87
Eliminate Service Irritants(P2)	3.60	4.23	3.87	4.00	4.25
Assist Customers making brand choice(P3)	3.64	4.07	3.87	4.00	4.06
Selling Various product Items(P4)	3.67	4.00	3.85	4.57	3.75
Provide loyalty benefits(P5)	3.67	3.84	3.62	3.85	4.12

Source: Field Survey and Analysis of Data.

From the Table 1 Customer preference for Creative audio system based on the two factors, image of company and brand choice of customer .where as in Philips is best while considering the factor loyalty benefits and service irritants.

TABLE 2
CUSTOMER RETENTION

Factors(1)	Strongly agree(2)	Agree (3)	Neutral (4)	Disagree (5)	Strongly Disagree (6)	Total Score	Average Mean	Rank
Eliminate service irritants	290 (33.7)	320 (37.2)	180 (20.9)	40 (4.7)	30 (3.5)	3380	3.93	2
Provide Loyalty benefits	170 (19.8)	460 (53.5)	170 (19.8)	40 (4.7)	20 (2.3)	3300	3.83	5
Assist customer in making a brand choice	220 (25.6)	400 (46.5)	160 (18.6)	60 (7.0)	20 (2.3)	3320	3.86	3
Provide service beyond expectations	210 (24.4)	420 (48.8)	130 (15.1)	80 (9.3)	20 (2.3)	3300	3.83	5
Provide the benefits offered by competitors	180 (20.9)	440 (51.2)	150 (17.4)	30 (3.5)	60 (7.0)	3230	3.75	9
Satisfactorily settled all service related problems	190 (22.1)	480 (55.8)	80 (9.30)	80 (9.30)	30 (3.50)	3300	3.83	5
Selling various product items	160 (18.6)	490 (57.0)	140 (16.3)	60 (7.0)	10 (1.2)	3310	3.84	4
Build emotional commitment	20	39	18	60	30	3250	3.77	8

in the relationship	(23.30)	(45.30)	(20.90)	(7.0)	(3.5)			
Bulding company image	250 (29.1)	410 (47.70)	120 (14.0)	70 (8.1)	10 (1.0)	3400	3.95	1
Maintain regular interaction with customers	160 (8.6)	500 (58.1)	60 (7.0)	80 (9.3)	60 (7.0)	3200	3.72	10

In table 2 the main vital factor is building the image of the company as same as in table 1.

Thus audio brand industries have improve the maintenance levels if they could 'build company image' to their customers and regular interaction with the consumer is not that much important when compare to the building the image.

VII. FINDING AND SUGGESTIONS

Thus audio brand industries have to give more important to improve the maintenance levels if they could 'build company image' to their customers and regular interaction with the consumer is not that much important when compare to the building the image.

The customers are willing to repeat purchase of creative brand is do the parameter of the company image and brand choice, Philips retain the customers because of better service and loyalty benefits and LG brand retains the customers because of selling various product items. Selling various products items retains by LG. Company image and brand choice are the parameters makes the customers to repeat purchase of creative brand, Philips retains the customers because of better service and loyalty benefits and LG brand retains the customers because of selling various product items.

VIII. CONCLUSION

From the analysis customer retention of audio brands are given in the ranking order where building the image of the company is the very vital one of the most significant factor here with service irritants, product items, service related problems. Offer provided by company to compete with competitors are follows and the least preference given to regular interaction with customer. In future this analysis can be done for the entire durable goods like white goods and brown goods to give enhanced analysis report.

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AUTHOR(S) PROFILE



Mr. D.Arun Prasad presently working as Manager Sales & Service, Stovec Industries Ltd is a Post Graduate in Master of Business Administration. He had taken his Bachelor of Engineering (Electronics and Communications) from Vinayaka Missions University. He is an active member of Indian Academicians and Researchers Association (IARA) and Euro Asia Research and Development Association (EARDA). He is also a research scholar in Karpagam Academy Of Higher Education, Coimbatore.



Dr. Ashok Kumar Muthukrishnan presently working as Professor and Head, Department of Management Studies and Research, Karpagam Academy Of Higher Education, Coimbatore is a Post Graduate in Commerce and Business Administration. He had taken his Law Degree from Coimbatore Law College. He is continuing his teaching career for the past two decades. To his credit he has 45 publications in reputed journals and also presented more than 100 research papers in conferences. 8 Ph.D scholars had registered under his supervision for their research degree.