

Customer Relation Management an Impact in Tirupur Garment Industries

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Abstract- Customers are the most important stake holders in running the business efficiently in the market. In order to retain the customers the CRM act as a tool for managing and servicing the customers. CRM is the step by step process where the manufacturing organizations are following to sustain their customers. In Tirupur most of the Textile manufacturers are using Customer Relation Management as a strategy to retain the customers. In this analysis the researcher taken the impact of CRM and how the CRM act as a tool for efficient increase in turnover of the business. The manufacturers using CRM Software to enable the smooth vendor relationship with internal sales activities, automatic workflow rules, better data organization and enhanced communication to the customers. CRM is the significant component in the business to perceive by prospects of the customers. In this study the impact of CRM was analysed and number of suggestions are given to the manufacturers to develop the customer relationship management in the Tirupur city.

Keywords- Customer, Management, Industry, Bonding, Relation etc.

I. INTRODUCTION

Customer Relation Management is the tool in the current scenario in the business to manage, service and satisfactions of customers are very important in doing business.



Fig.1 Relevant to CRM.

Customer Relationship Management is very important in all manufacturing unit to follow the strategy in order to sustain in the business market. CRM is the framework where it forms the strategies to attract the customers. CRM or Customer Relationship Management is a detailed plan for managing the organization's relationships with consumers and interactions with potential customers in the garment industry.



Fig.2 Cycle between CRM or Customer Relationship Management.

A CRM system helps companies stay connected to customers, streamline processes, and improve profitability to retain the customers. In the market analysis When the consumer talk about CRM, they are usually referring to a CRM system, is a creative tool that is used for contact management, sales management, increasing productivity in the organisation.



Fig.3 CRM system helps companies.

The ultimate goal of a CRM system is to improve the business relationships with the customer. CRM helps the users to focus on their organization's relationships with individual people including customers, service users, colleagues, or suppliers. CRM helps to connect the consumer with the technology to record, report and analyse interactions between the company and the end users.

II. REVIEW OF THE EXISTING LITERATURE

- Brown (2000) has said that CRM is a process of acquiring new customers, retaining the existing customers, and at the same time understanding, anticipating and managing the need of existing and potential customers.
- Bhaskar(2004) has analysed that when good service is provided to a customer, then a loyal customer will work as an ambassador and help in the organisation's growth.
- Berry(1983) has defined relationship marketing as attracting, maintaining and enhancing the relationship with customers in a multi-service organisation.
- Shani and Chalasani(1992) have defined relationship marketing as an integrated effort to identify, maintain and build a strong network with individual customers and continuous strengthening of relationship for mutual benefits of both sides.
- Vavra (1992) considers CRM as a technique of retaining customers by using various marketing tactics thus leading to bonding with customer even after sale.
- Bickert (1992) has given a narrow observation of CRM as database marketing emphasizing on promotional aspects of marketing linked with database.
- Oliver (1997) has considered customer loyalty as a vital element to organisational success and profit.
- Girdhar (2009) observed that by satisfying the internal customers and building good relationship with them, the relationship with the external customers can also be retained and satisfied by the banks.
- Kumar & Rajesh (2009) reveals that any bank that wishes to either grow in size of its banking operation or improve its profit ability must consider the challenges affecting its customer relationship

III. OBJECTIVES

- To study the current practices of CRM in Garment Industries
- To find out the impact of CRM on the profitability of the organization.
- To study the factors affecting the CRM practices in Tirupur city.
- To offer the suggestions to manufactures to improve the services in garment sector.

IV. LIMITATIONS

- The Constraints in this analysis are one of the limitations.
- The sample size is limited to 100 respondents.

- Inadequate disclosure of information is also the problem.

V. RESEARCH METHODOLOGY

A research design is simply a plan for study in collecting and analyzing the data. It helps the researcher to conduct the study in an economical method and relevant to the problem. Research methodology is a systematic way to solve a research problem. The methodology should combine economy with efficiency.

1. Research design

The study conducted in this analysis is descriptive study where it taken as a detailed and the things which exist at present.

2. Collection of the data

The data collected in this study is Primary data where the primary data is that data which is collected for the first time. These data are basically observed and collected by the researcher for the first time to have used primary data for the research work.

Table 1 Percentage Analysis - Age of The Respondents.

S.No	Age	No of respondents	Percentage
1.	Below 20	0	0
2.	20-30	60	60
3.	30-40	30	30
4.	Above 40	10	10
	Total	100	100

3. Interpretation

From the table it is understood that 60 percent of the Respondents are in the Age group of 20 – 30, 30 percent of the Respondents are in the Age group Of 30-40 and 10 percent of the respondents are in the Age group of Above 40.

3.1 Chart Age of the Respondents

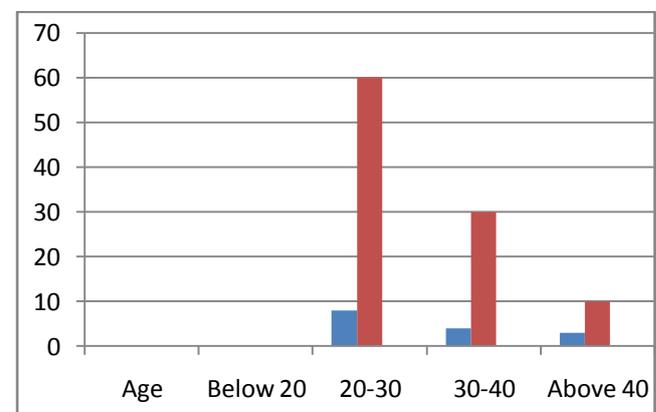


Fig.4 Age Chart.

3.2 Suggestions

- The companies should be more and more emphasis towards satisfying the customer by providing the utility of every penny of his money.
- The manufacturing unit should more use of information technology.
- The company should be flexible and adapt to liberate the policies and procedures to satisfy the customers.
- The organisation should communicate and develop stronger customer cohesiveness towards customer expectation.

VI. CONCLUSION

The Researcher concluded to the study that maintains the cordial relation with customers is very important to maintain the maturity cycle in the business. These studies states that the customer relationship management is mainly for satisfying the customers in the organization. The Manufacturing industries in Tirupur city is using various CRM practices like customization of the product, maintaining interaction with the customers regularly and providing good quality product to the customer. From this analysis the manufacturing units are using Customer relationship management in their organizations but the researcher states that the model should be effective to sustain customers.

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