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# **A Study on Customer Relationship Management towards Hutch India Company**

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## **ABSTRACT**

Customer relationship management (CRM) is a combination of people, processes and technology that seeks to understand a company's customers. It is an integrated approach to managing relationships by focusing on customer retention and relationship development. Total of 100 executives & employees were investigated by structured questionnaires. The data was analyzed using SPSS software. A Likert type scale was used to evaluate answers varying from strongly agree to strongly disagree. Validity & reliability test were applied to ensure the suitability of data & authenticity of responses. Non-Parametric & Parametric test were used Reliability Statistic, Normality test, Chi square and cross tabulation. The goals of CRM are generally to create a better customer experience — and because of that customer experience, to get more sales.

**Key Words:** Customer Relationship Management, Marketing Performance -Relationship Marketing, , Customer Loyalty.

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## **1. Introduction**

Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.. All these changes have made today's producer shift from traditional marketing to modern marketing. Modern marketing calls for more than developing a product, pricing it, promoting it and making it accessible to target customer. It demands building trust, a binding force and value added relationship with the customers. The process of developing a cooperative and collaborative relationship between the buyer and seller is called customer relationship management shortly called CRM.

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## **2. Literature Review**

(Morgan and Hunt 1994) Relationship marketing – establishing, developing, and maintaining successful relational exchanges- constitute a major shift in marketing theory and practices. For a response rate of 12.9% and an over all sample size of 204 and response rate of 14.6%. (Fahed AL duwailah 2019) The purpose of the current paper is to examine the impact of knowledge management and its tools on the processes of the Customers relation management. The main objective is to consist of attracting maintaining and enhancing customer relationship with organization. Hence CRM implementation calls for much more complex and flexible approach. (Azvine and Nauck 2005) propose an intelligent customer relationship management analytics model to solve customers business problems. Customers are interviewed to determine their issues and to provide customer satisfaction and achieve the performance of the system. (Galbreth and Rogers 1999) that CRM helps a business organization to fully understand which customers are worthwhile to acquire, which to keep, which have untapped potential, which are strategic, which are important, profitable and which should be abandoned. (Adam Lindgreen and Michael Antioico 2005) The objective of this part of the Research was to gather evidence of how businesses have designed and implemented CRM programs practices.

### **Research Objectives**

- To study the current practices of CRM.
- To find out the impact of CRM on the profitability of the organization.
- To study the factors affecting the CRM practices.

### Research Methodology

This study is based on primary data as the secondary information is not suitable for quantitative scale measurement. A detailed structured survey questionnaire was used to collect data from the participants' convenience sampling method from major big companies. 150 questionnaires were distributed in the companies. At the end to collect data 100 respondents were received. Finally, the valid data (n) used for this study stood at 100. The survey was conducted during December 2021 to April 2022 by face-to-face interviews in the organization. Statistical methods used to analyze the data that we collected from the respondents is statistical software SPSS for the statistical analysis. During this study, the responses and information collected from the survey were tested using statistical techniques like Cronbach's alpha were used to test normality. The data collected from 100 respondents were analyzed using descriptive statistics. In addition, regression analysis was used to analyze the relationships between factors affecting happiness at work and employee's happiness at work level.

### Hypothesis Development

Based on Customer Relationship Management the following hypothesis is developed.

**Ho1:** There is no significant association between Gender and Loyalty so null hypothesis is rejected.

**Ho2:** There is no significant association between Gender and Real Time Customers so null hypothesis is rejected.

**Ho3:** There is no significant association between Gender and Complaint Resolution so null hypothesis is rejected.

## 3. Findings of The Study

### Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.884	.885	11

Source : Field Survey

**Reliability Test:** The Reliability Statistics is .885, the alpha coefficient is .884, therefore it suggests that the measurement scale item are having high internal consistency, so it is considered to be scale for measuring dynamics for working condition.

### Demographic Profile

Variable	Frequency	Percent%
<b>Designation(n=100)</b>		
Top level	34	34.0
Middle level	58	58.0
Lower level	8	8.0
<b>Gender(n=100)</b>		
Male	95	95.0
Female	5	5.0
<b>Age group(n=100)</b>		
21-30	45	45.0
31-40	33	33.0
41-50	14	14.0
50 above	8	8.0
<b>Education(n=100)</b>		
SSC	15	15.0
HSC	22	22.0

<b>Graduate</b>	<b>43</b>	<b>43.0</b>
<b>Post graduate</b>	<b>20</b>	<b>20.0</b>
<b>Marital Status (n=100)</b>		
<b>Married</b>	<b>66</b>	<b>66.0</b>
<b>Unmarried</b>	<b>34</b>	<b>34.0</b>
<b>Salary(n=100)</b>		
<b>15,000-20,000</b>	<b>29</b>	<b>29.0</b>
<b>20,000-25,000</b>	<b>21</b>	<b>21.0</b>
<b>25,000-30,000</b>	<b>18</b>	<b>18.0</b>
<b>3000 above</b>	<b>32</b>	<b>32.0</b>

From the above the chart and table respectively designation wise, of total 100 respondents, 58 respondents are top level, 34 are middle level and 8 are lower level. So, it can be interpreted that the majority of the employees are Middle Level. Gender wise, of total 100 respondents, 95% respondents are male and 5% are female. So male respondents are more as compared to female ones. Age of Group, of total 100 respondents, 45% respondents belong to the age of 21 to 30 years, 33% of the respondents belongs to the age of age of 31 to 40, 14% of the respondents belongs to the age group between 41 to 50, and 8% of respondents belong to the age of Group between 50 above. We can say that 15% of the respondents has completed their 10<sup>th</sup> (SSC) and 22% of the respondents has completed their 12<sup>th</sup> (HSC), 43% of the respondents have completed their Graduation, 20% of the respondents has completed their Post-Graduation. Total 100 respondents 65% are married and while remaining 35% are unmarried. So it can be interpret that majority of employees are married. In salary wise, the total 100 respondents 29% of the respondents have income between 15,000 – 20,000, and 21% of respondents have income between 20,000-25,000, and 18% of respondents have income 25,000-30,000, and 31% of respondents have income above 30,000.

#### Chi- Square Test

**Gender : \* Rate your overall purpose of CRM based on the [ Better services to customers]**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.752 <sup>a</sup>	4	.945
Likelihood Ratio	1.344	4	.854
Linear-by-Linear Association	.316	1	.574
N of Valid Cases	100		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .05.

**Interpretation:-** From the above table it has been observed that there is a significant relationship between Gender and better services to customers because significant test value is .945 which is greater than 0.05 hence null hypothesis is rejected.

**Gender : \* Rate your overall purpose of CRM based on [Loyalty]**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.549 <sup>a</sup>	4	.636
Likelihood Ratio	3.024	4	.554
Linear-by-Linear Association	.055	1	.814
N of Valid Cases	100		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .05.

#### Interpretation-

From the above table it has been observed that there is a significant relationship between Gender and Loyalty because significant test value is .636 which is greater than 0.05 hence null hypothesis is rejected.

**Gender : \* Rate your overall purpose of CRM based on [Real Time Customer]**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.403 <sup>a</sup>	4	.982
Likelihood Ratio	.528	4	.971
Linear-by-Linear Association	.027	1	.869
N of Valid Cases	100		
a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .05.			

**Interpretation:-**

From the above table it has been observed that there is a significant relationship between Gender and Real Time Customers because significant test value is .982 which is greater than 0.05 hence null hypothesis is rejected.

**Gender : \* Rate your overall purpose of CRM based on [Complaint Resolution]**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.206 <sup>a</sup>	4	.877
Likelihood Ratio	1.492	4	.828
Linear-by-Linear Association	.378	1	.539
N of Valid Cases	100		
a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .05.			

**Interpretation:-**

From the above table it has been observed that there is a significant relationship between Gender and Complaint Resolution because significant test value is .877 which is greater than 0.05 hence null hypothesis is rejected.

**Gender : \* Rate your overall purpose of CRM based on [Relationship Warranty/ Guarantee]**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.188 <sup>a</sup>	4	.880
Likelihood Ratio	2.068	4	.723
Linear-by-Linear Association	.660	1	.417
N of Valid Cases	100		
a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .15.			

**Interpretation:-**

From the above table it has been observed that there is a significant relationship between Gender and Relationship Warranty/ Guarantee because significant test value is .880 which is greater than 0.05 hence null hypothesis is rejected.

### Limitation and Further Scope

The present study has some limitations, as a result of the need to select sufficiently representative elements of the research model and of the study population. Therefore, the scope of this study was limited to only to customer relationship management in one particular environment and particular company. Customer relationship management, is concerned with the development and maintenance of mutually beneficial relationships with strategically significant partners. Its focus is the creation of long-term value, and not just short-term profits, for the company and all it works with.

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## 4. Conclusion

This study describes the association and difference between gender and customer relationship management towards Hutch India private limited company. The relationship between the variable studied were analyzed by conducting an empirical study. The data was collected through structured questionnaire as a method of data collection. After analyzing the empirical data, the study would like to conclude that there is association between gender and factors like better services to customers, loyalty, real time customers. In designation majority is middle level and minority is lower level. At last, in Pearson chi square test, there is a significant difference between gender and factors like better services to customers, loyalty, real time customers, complaint and so on. So Null hypothesis is rejected and alternative hypothesis is accepted.

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