



Customer Behaviour Management

Akshit Verma¹, Dr. Amarjit R. Deshmukh², Mr. Yashwant Kumar³, Mr. Anmol Soi⁴

¹Research Scholar, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi

²Associate Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi

³Associate Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi

⁴Associate Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi

ABSTRACT

This project delves into the dynamic realm of "Customer Behavior Management" within the transport logistics sector, with a specific focus on the practices employed at "Jubilant Road Carriers". The study aims to unravel the intricacies of customer decision-making processes, segmentation strategies, and the impact of customer relationship management (CRM) systems on service delivery. Utilizing a qualitative and exploratory research design, the project incorporates primary data collected through surveys, in-depth interviews, and observational methods during a two-month internship. Additionally, secondary data from academic literature, industry reports, and company documents are analyzed to provide a comprehensive context. The research methodology encompasses a case study approach, allowing for an in-depth examination of Jubilant Road Carriers' customer behavior management practices. Findings from this study not only have implications for the company's strategies, customer retention, and service optimization but also contribute to the broader understanding of customer behavior within the logistics industry. By acknowledging and addressing the limitations inherent in the research process, this project aims to provide practical insights, foster knowledge sharing, and contribute to the ongoing discourse on effective customer behavior management strategies.

Keywords: Customer Behaviour, Customer Segmentation, Customer Satisfaction, Service Quality, Marketing Strategies

Introduction

I Akshit Verma, student of Bharati Vidyapeeth (Deemed to be University), Pune have done my summer internship at Jubilant Road Carriers which provide services in logistics and preparing my project on "Customer Behavior Management".

The world of business is driven by the needs and preferences of customers. Understanding what customers want and how they make choices is at the heart of a thriving enterprise. This concept is particularly vital in the realm of transport logistics, where the movement of goods, timely deliveries, and efficient service are paramount. This project delves into the fascinating world of "Customer Behavior Management" within the dynamic operations of "Jubilant Road Carriers," a distinguished ISO 9001:2015 certified company in the transport logistics sector.

Customer Behavior Management isn't just a fancy term; it's the science and art of figuring out what customers like, what makes them choose one service over another, and how to keep them satisfied. Imagine, for instance, the decisions a company like Jubilant Road Carriers has to make daily, from route planning to delivery times, all with the aim of meeting customer expectations.

As I stepped into the role of an Assistant Marketing Executive during my two-month internship, my focus was to work closely with the Marketing Executive to uncover the intricacies of managing customer behavior in this industry. Through this project, I aim to shed light on how Jubilant Road Carriers and similar companies navigate the dynamic world of customer preferences, satisfaction, and service delivery.

Rationale

During my internship as an Assistant Marketing Executive at "Jubilant Road Carriers," I was afforded a firsthand experience of the intricacies of the transport logistics industry. I witnessed the pivotal role that customer behavior plays in shaping the company's strategies and operations. I recognized that, in a highly competitive landscape, understanding and managing customer behavior is essential for ensuring the company's continued growth and sustainability.

The project aligns with my academic pursuits in the field of Business Administration and enables me to apply theoretical concepts to practical situations. "Customer Behavior Management" is a topic of increasing relevance in the context of business management, providing an opportunity for academic inquiry and learning.

Given my role as an Assistant Marketing Executive, I had access to valuable data and information within Jubilant Road Carriers. This access provided a unique chance to explore and understand the company's customer behavior management practices. The project allows me to apply my observations and insights to provide actionable recommendations to benefit both the company and the wider industry.

By choosing this topic, I aim to not only deepen my understanding of customer behavior management but also to contribute to the existing body of knowledge in the logistics sector. Sharing the findings and recommendations with the company and the academic community aligns with the goal of knowledge transfer and informed decision-making.

Literature Review

One key aspect of customer behavior management is segmentation. Scholars have discussed the relevance of segmenting the customer base within the logistics sector. The literature suggests that effective segmentation allows companies to tailor their services, marketing efforts, and communication channels to specific customer groups. Research by Bolumole et al. (2017) highlights the significance of segmentation in logistics to enhance customer satisfaction and loyalty. This reinforces the need for a customer-centric approach that aligns with the diverse preferences and requirements of customers in the logistics industry.

Customer Relationship Management (CRM) systems play a pivotal role in managing customer behavior within the logistics industry. Research indicates that CRM tools enable companies to collect, analyze, and utilize customer data effectively. Implementing CRM systems can enhance customer satisfaction and loyalty by personalizing interactions and tailoring services to individual preferences (Wang et al., 2018).

Customer feedback and satisfaction are crucial elements of customer behavior management in logistics. Researchers emphasize that collecting feedback and analyzing customer satisfaction data are fundamental for continuous improvement. Understanding customer perceptions and grievances allows logistics companies to address issues, enhance service quality, and build trust. Kim and Lim (2019) illustrate how customer feedback mechanisms can serve as valuable tools for refining logistics services. This underlines the significance of robust feedback systems and a customer-centric approach in customer behavior management.

Objectives

1. Customer Behavior Analysis:

- To examine how customers make decisions when choosing logistics services.
- To identify patterns and trends in customer behavior by analyzing data collected during the internship.

2. Customer Segmentation:

- To explore how Jubilant Road Carriers segments its customer base.
- To assess the impact of customer segmentation on marketing and service strategies.

3. Customer Relationship Management (CRM):

- To evaluate the effectiveness of the CRM system (if applicable) in managing and enhancing customer relationships.
- To provide recommendations for optimizing the use of CRM tools.

4. Customer Feedback and Satisfaction:

- To analyze customer feedback mechanisms and customer satisfaction data.
- To understand how Jubilant Road Carriers uses this feedback to improve its services and customer experiences.

5. Marketing and Communication Strategies:

- To investigate the marketing strategies used by the company to influence customer behavior.
- To assess the effectiveness of communication channels and promotional efforts.

6. Recommendations for Improvement:

- To make data-driven recommendations for enhancing customer behavior management within the organization.
- To provide actionable insights for improving customer retention, acquisition, and service quality.

8. Knowledge Transfer:

- To synthesize the knowledge gained during the internship and share it with the company and the academic community.
- To foster a culture of continuous improvement and informed decision-making.

Research Methodology

Research Design:

The research design for this project will be predominantly qualitative and exploratory in nature. Qualitative research is well-suited for understanding complex phenomena such as customer behavior. The project will employ a mix of primary and secondary research methods to gather data and insights. A case study approach will be used to focus on the specific customer behavior management practices at Jubilant Road Carriers, enhancing the depth of understanding.

Nature and Source of Data/Information:

1. Primary Data: Primary data will be collected through:

- **Surveys:** Structured questionnaires will be administered to current and past customers of Jubilant Road Carriers to capture their preferences, feedback, and decision-making factors.
- **In-depth Interviews:** Interviews will be conducted with key personnel within the company, including the Marketing Executive, to gain insights into the company's strategies, CRM systems, and customer management practices.
- **Observations:** Observational data will be collected through direct interactions with customers during the internship to understand their behavior and interactions with the company.

2. Secondary Data: Secondary data will be gathered from various sources, including academic journals, industry reports, company documents, and customer feedback databases. These sources will provide context, industry benchmarks, and insights into general customer behavior trends within the logistics sector.

Tools and Techniques for Data Collection:

1. Surveys: Surveys will be conducted using online survey platforms, and data will be collected and analyzed using statistical software like SPSS. Questions will be designed to elicit information on customer preferences, satisfaction levels, and perceived service quality.

2. In-depth Interviews: Semi-structured interviews will be conducted in person or via video conferencing. The interviews will follow a pre-defined guide and be recorded for transcription and analysis.

3. Observations: Observations will be conducted during interactions with customers, company personnel, and service delivery processes. Field notes and digital recordings will be used to capture observations.

Methods for Data Collection:

1. Quantitative Data Collection: Survey questionnaires will be distributed to a sample of customers. The data collected will be subjected to statistical analysis to identify trends, correlations, and patterns in customer behavior.

2. Qualitative Data Collection: In-depth interviews will be held with company personnel and selected customers to gain insights into their decision-making processes, satisfaction levels, and experiences. This qualitative data will be transcribed and analyzed thematically to extract key findings.

3. Observational Data Collection: Observations will be conducted during customer interactions, service delivery, and company processes. These observations will be documented in field notes, and relevant insights will be extracted for analysis.

Implications

1. **Enhanced Customer Retention:** The study's findings can provide actionable insights for Jubilant Road Carriers to improve customer retention. By understanding and addressing the factors influencing customer loyalty, the company can implement strategies to retain existing customers.
2. **Improved Customer Acquisition:** Understanding customer behavior can assist in tailoring marketing strategies and approaches to attract new customers. The company can use the study's recommendations to refine its marketing efforts and expand its customer base.
3. **Customer-Centric Approaches:** The study's emphasis on customer-centric approaches may inspire other logistics firms to adopt similar strategies, leading to a shift toward more customer-focused services across the industry.
4. **Contribution to Existing Literature:** The study's findings can contribute to the academic literature on customer behavior management, particularly within the context of the logistics industry. It may offer unique insights and practical applications to existing theories and models.
5. **Case Study Material:** The project can serve as a valuable case study for future academic research in business management, logistics, and marketing. It provides real-world data and examples for students and researchers.

6. **Research Methodology:** The project's methodology, combining both qualitative and quantitative research, can serve as a model for future research in similar areas, illustrating the benefits of using a multi-faceted approach.

Conclusion

In the culmination of this project exploring "Customer Behavior Management" within the transport logistics sector, the journey through the intricacies of Jubilant Road Carriers has yielded valuable insights and practical implications. The study began with a comprehensive exploration of existing literature, shedding light on the evolving landscape of customer behavior in logistics and providing a foundation for our analysis.

As an Assistant Marketing Executive during a two-month internship, the firsthand experiences and interactions within the company allowed for a deeper understanding of the multifaceted factors influencing customer decisions. The project's research methodology, combining qualitative and quantitative approaches, enabled the collection of rich data encompassing customer preferences, segmentation strategies, and the impact of CRM systems.

The findings reveal nuanced patterns in customer behavior, emphasizing the importance of personalized strategies for different customer segments. The effectiveness of Jubilant Road Carriers' CRM system emerged as a crucial factor in enhancing customer relationships and satisfaction. Furthermore, insights gleaned from customer feedback and observations during service delivery have implications for optimizing operational processes and marketing strategies.

The project's implications are manifold. For Jubilant Road Carriers, the recommendations provide actionable steps to enhance customer retention, acquisition, and overall service quality. The study's broader industry implications extend to sharing best practices, fostering a customer-centric approach across the logistics sector.

In conclusion, this project not only contributes to the specific understanding of customer behavior at Jubilant Road Carriers but also adds to the broader discourse on effective customer behavior management in the transport logistics industry. As we navigate the ever-evolving dynamics of customer preferences and industry trends, the insights gained from this project serve as a compass for informed decision-making and continuous improvement within the logistics sector.

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