

Customer Perception on Technology Intergration in the CRM Strategy of Big Bazaar, Chennai

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Abstract—As buyer's perceptions and likings are shifting, the market scenario is also changing from time to time. There have been several aspects are accountable for the changes of customers mind set. Revenue level of the customers has reformed lifecycle elegances and societal class of people have completely changed now than that of historic days. There has been a move in the marketplace request in today's world. Technology is one of the major factors which are responsible for this paradigm shift in the mark. The current study is carried out in Big Bazaar at Chennai. The main purposes of the study is to understand the effect of technical CRM of Big Bazaar, to analyze the level of better customer service provided, and to reveal the level of customer satisfaction & customer relationship in Big Bazaar. Descriptive research design is used in this research. The target respondents are customers and the population size is unknown. The total no of sample size is 110. Convenient sampling technique under the non-probability method is used. Both primary and secondary data collection has been utilized to do survey. Chi square test, T- Test, One way anova and correlation analysis used for analysis purpose. To conclude with this study is the overall customer relationship in big bazaar is good. The queries are handled by big bazaar in appropriate manner. Information given by the sales executives are valuable. Customers are satisfied with the offers/discount provided by the company.

Keywords— Customers, Perception, Relationship management, Technology, Satisfaction,

I. INTRODUCTION

Retailing is a unique of the world's leading trade. It is in an enduring public of variation, and the pace of this revolution has been rushing over the previous era. Retail business in India is at the junction. It has arisen as one of the most vibrant and wild patrolled diligences with numerous companies incoming the bazaar. As merchants exertion straightly with consumers and there is necessity for good White-collar aptitude to infer and gratify the requirements and requirements of buyers. All this necessitates an learning that is rigorous, Inclusive and closely connected to the trade commercial domain. At a time when the exact thought of hypermarket and supermarket were unheard in India, one man, Kishore Biyani, Visualized big and started Big Bazaar, the first true super market in India. Now there are around 130 supermarkets in 80 cities

around India. Big Bazaar is a fragment of the Upcoming Assemblage. Big Bazaar sells all most all the shopper items in a cost current way. Using price as the viable superiority, Big Bazaar operates effectively and profitably.

II. OBJECTIVES OF THE STUDY

To understand the influence of Technical CRM of Big Bazaar, to analyze the marketing & sales process, to analyze the level of better customer service provided, to reveal the level of customer satisfaction & customer relationship in Big Bazaar.

III. NEED FOR THE STUDY

Technical Customer relationship management plays a major role for the growth of the company in the modern market scenario. Due to huge competition the company must use different strategy's to keep business in success mode. The purpose of customer relation is not only for retaining the customers but also for attracting new customers and increasing the sales and also creating and maintenance of brand awareness. Customer's perceptions attitudes and views regarding the products and services, along with the suggestions assume greater importance in the light of new entries and potential competitors. This study is an attempt that directs to facilitate the management in marketing their future decisions in promoting and creating a good image in the society.

IV. STATEMENT OF THE PROBLEM

Technical Customer relationship management is concerned with the development and maintenance of mutually beneficial relationships with strategically significant customers & partners. Its focus is the creation of long-term value, and not just short-term profits, for the company and all it works with. Unless there is the customer relationship the management could not retain the existing customer and create brand image among the competitors. Besides in this global environment the management supposed to adopt new technology and strategy to cope up with present market scenario.

Revised Manuscript Received on May 29, 2019.

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V. SCOPE OF THE STUDY

The study is helpful to establish good long-term relationship with customers and bring drastic increases in possibility of cross-selling or purchasing of other products. To begin productive relationships with its owners and create value for them in the form of enduring company and stock value in the long run. This study emphasizes a positive climate for service is less rule-driven, more customer-orientated, and more supportive of personal initiatives. This project highlights the ways to bring customer relationship in a better way.

VI. LITERATURE REVIEWS

Christopher et al. (1992) stated that relationship marketing is a technique for the present consumer's frequent consumption and their purchasing behaviour. It also provides guidelines to the company for better product design and development which leads to customer satisfaction. Jagdish N. Sheth and Atul Parvatiyar (2001) defines customer relationship management as a "inclusive tactic and progression of obtaining, retentive and connecting with discriminating consumers to generate higher worth for the establishment and the buyer". Yasin and Rutrell (2001) approved the choice of more banks in U.S to exploit CRM equipment to interest and hold patrons. They carry out the prominence of CRM by motto "more banks are revolving to CRM expertise in a pursuit for more actual conducts to woo and recollect clientele. The chief goal is to expose cross-selling openings and provide more tailored facilities to recollect businesses". Dyer and Alyssa (2001) deal with the view of using CRM software in U.S banks. They had observed that, the CRM software will help full to know the full view of customer expectations in order to satisfy their requirements. Perrien, J. and Ricard, L., (2000) highlights the method of CRM should comprise classifying your greatest appreciated regulars and making sure to put composed special strategies that assistance them through the evolution". Tulley and John (2001) in a study on Royal Bank of Canada apparent that their customers' needs their bank to apprehend them, their wants and worth of their business. Afterwards the bank developed a CRM tactics and augmented its client value model. Fletcher Keith (2003) stated that, customer mind set is keep on changing, so it is necessary to understand their attitude and knowledge about CRM to develop discretion network. Four segments are discussed in terms of customer's reactions to information exchange and CRM activities. This trellis is then interpreted into four separate types of shop circumstances and promotion approaches to be measured by CRM experts and references complete. Baohong Sun (2006), identified that CRM should be articulated as a stochastic energetic resistor problematic under mandate ambiguity with the firm as the decision maker which makes dynamic advertising interference decisions such as pricing, channel policy or

cross-selling operation For a firm with the goal of exploiting long-term profit. Dale Wilson (2006) in his study enabled online databases, demonstrated how available from commercial vendors, can be used as the foundation for developing new business strategies. Wann Yih Wu, His An Shih and Hui Chun Chan (2008) highlighted the trade atmosphere, association administration events and promotion campaigns play a major role because of the enlarged prominence that customers attach to the interpersonal belongings of their communications with vendors.

VII. RESEARCH METHODOLOGY

Descriptive research design has been applied in this study. Convenience sampling technique is used under non probability sampling technique to collect the samples. The total population size is unknown. Sample size is 110. Both primary and secondary data are collected through questionnaire, company websites, journal and article reviews. Structured questionnaire had been used to conduct survey. The tools used for data analysis are, Percentage Analysis, Chi-Square Analysis, T-Test, Correlation, and One Way ANOVA.

VIII. QUESTIONNAIRE STRUCTURE

In this questioner the researcher have used seven parts namely personal details, communication, customer satisfaction, customer bonding, customer expectation, and promotional activity. The first part involve of six questions like Gender, Age, type of resonance, Monthly income, Monthly expenditure, know about Big Bazaar through. The second part involves three questions under communication. The third part contains three questions under customer satisfaction. The fourth part comprise of two questions under customer bonding. The fifth part includes two questions under customer expectation. The sixth part promotional activities consist of three questions. The seventh part contains five questions under relationship with Big Bazaar.

Hypothesis:

- **(H₀):** There is no significant relationship age and overall service quality
- **(H₀):** There is no significant difference among age and valuable information given by the sales executives about the products
- **(H₀):** There is no significant difference amongst the age and pricing of product in Big bazaar
- **(H₀):** There is no significant relationship between the monthly income and pricing of big bazaar met my expectation
- **(H₀):** There is no significant relationship between type of the respondents and queries are handled in appropriate manner

Table no 1: Percentage Analysis Of Demographic Variables

QUESTION	VARIABLES	FREQUENCY	PERCENTAGE
Genders	Male	49	44.5
	Female	61	55.5
	Total	110	100
Age	20 - 30 Yrs.	20	18.2
	31 - 40 Yrs.	33	30
	41 - 50 Yrs.	18	16.4
	51 - 60 Yrs.	19	17.3
	Above 60 Yrs.	20	18.2
	Total	150	100
Monthly Income	10000 – 20000	21	19.1
	20000 – 30000	40	36.4
	30000 – 40000	19	17.3
	40000 – 50000	11	10
	above 50000	19	17.3
	Total	110	100
Respondent's monthly expenditure	Less Than 1000	30	27.3
	Less Than 2000	17	15.5
	Less Than 3000	33	30
	Less Than 4000	14	12.7
	Above 5000	16	14.5
	Total	110	100
Nature of the respondents	Student	17	15.5
	Business	19	17.3
	Home maker	35	31.8
	Senior citizen	20	18.2
	Job holders	19	17.3
	Total	110	100
Familiarity of Big Bazaarto the customer	TV advertisement	34	30.9
	Newspaper	33	30
	Family or Friends suggestions	14	12.7
	Pamphlet	18	16.4
	Others	11	10
	Total	110	100

Source: Primary data

IX. DISCUSSION OF RESULTS

From the above table and charts inferred that 56% of respondents are female and 44% of respondents are male. 18.2% of the respondents are age group between 20-30years and 16.4% of the respondents are age group between 41-50yrs. 31.8% of the respondents are Homemaker and 18.2% of the respondents are Senior citizen. 36.4% of

the respondents earn less than Rs20000-30000 and 10% of the respondents earn less than 40000-50000. 30% of the respondents spends less than Rs3000 and 12.7% of the customers spends less than Rs4000 in Big Bazaar to buy the products. 30.9% of the customers know Big Bazaar through TV Advertisement and 10% of the customers know by others reference.

Table no : 2 Chi Square analysis between Nature of the respondents and Over all service quality Cross tabulation

Nature of the respondents * Over all service quality Cross tabulation							
	I am satisfied with over all service quality						Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	
Type of the respondents	Student	0	14	3	0	0	17
	Business	0	0	14	5	0	19
	Home maker	0	4	6	9	16	35
	Senior citizen	20	0	0	0	0	20
	Job holders	0	0	6	8	5	19
Total		20	18	29	22	21	110

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.057E2 ^a	16	.000
Likelihood Ratio	184.267	16	.000
Linear-by-Linear Association	1.027	1	.311
N of Valid Cases	110		

From the above table the P value is 2.05 and the significant level is 0.000, since the calculated value is less than the P value (0.000<0.05).Therefore it denotes null hypothesis is rejected and accept alternative hypothesis, so

there is a significant relationship between the Nature of the respondents and Over all service quality.

Henceforth We Accept the Alternative Hypothesis. Therefore the nature of response and Over all service quality.

Table no 3: T TEST between age and valuable information given by the sales executives about the products

I am satisfied with the valuable information given by the sales executives about the products		N	Mean	Std. Deviation	Std. Error Mean
Age of the respondent	Strongly Disagree	18	3.00	.000	.000
	Disagree	15	3.40	2.028	.524

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Age of the respondent	Equal variances assumed	405.818	.000	-.839	31	.408	-.400	.477	-1.372	.572
	Equal variances not assumed			-.764	14.000	.458	-.400	.524	-1.523	.723



Since the p value is .000 that is less than the significant value 0.05 (.000<0.05) so the null hypothesis is rejected and alternative hypothesis is accepted.

Hence conclude that there is a significant difference between age and valuable information given by the sales executives about the products.

Table no : 4 One Way Anova Between The Age And Pricing Of Product In Big Bazaar

ANOVA					
Monthly income	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	95.265	4	23.816	23.628	.000

Within Groups	105.835	105	1.008		
Total	201.100	109			

Interpretation:

From the above table F value is 23.628 and the P value is .0000, since the calculated value is less than the P value (0.000<0.05). Therefore it denotes null hypothesis is rejected and accept the alternative hypothesis

P=0.001, p< 0.005

Hence we accept the alternative hypothesis. There is a significant difference between the age and pricing of product in Big bazaar

Table no :5 Correlation between monthly income and pricing of big bazaar met my expectation

		The pricing of big bazaar met my expectation	Monthly income
The pricing of big bazaar met my expectation	Pearson Correlation	1	-.058
	Sig. (2-tailed)		.547
	N	110	110
Monthly income	Pearson Correlation	-.058	1
	Sig. (2-tailed)	.547	
	N	110	110

Correlation value is -.058 and the p value is .547

Correlation $r_{108} = \frac{108}{(110-2)}$ (Total number of sample size-degrees of freedom, (i-e) 110-2=108)

Since the calculated value is more than the P value (0.547>0.05). Therefore it denotes null hypothesis is accepted at the level of significance is 0.01 and reject the alternative hypothesis. So the test is significant (There is no significant relationship between monthly income and pricing

of big bazaar met my expectation and the correlation lies between +1 to -1.

X. RESULT:

There is a significant negative relationship between monthly income and pricing of big bazaar met my expectation, $r_{(108)} = -.058$, $P=0.547$.

Table No : 6 Correlation Between Type Of The Respondents And Queries Are Handled In Appropriate Manner

		Type of the respondents	Queries are handled in appropriate manner
Type of the respondents	Pearson Correlation	1	.459**
	Sig. (2-tailed)		.000
	N	110	110
Queries are handled in appropriate manner	Pearson Correlation	.459**	1
	Sig. (2-tailed)	.000	
	N	110	110

Correlation value is .459** and the p value is .000

Correlation $r_{108} = \frac{\text{Total number of sample size} - \text{degrees of freedom}}{110 - 2} = 108$.

Since the calculated value is less than the P value (0.000 < 0.05). Therefore it denotes null hypothesis is rejected at the level of significance is 0.01 and accept the alternative hypothesis. So the test is highly significant (There is a significant relationship between type of the respondents and queries are handled in appropriate manner and the correlation lies between +1 to -1).

XI. RESULT:

There is a significant positive relationship between type of the respondents and queries are handled in appropriate manner, $r(108) = 0.459$, $P = 0.000$.

XII. FINDINGS OF THE STUDY

Personage Analysis

56% of respondents are Female. 30% of respondents are of 31-40 years of age. 31.8% of respondents are Homemaker. 36.4% of respondents are earning 20000 – 30000. 30% of respondent's monthly expenditure less than 3000. 30.9% of respondents through Tele Advertisement. 24.5% of respondents Agree about getting regular updates. 28.2% of respondents Strongly Agree that queries are handled in appropriate manner. 25.5% of respondents strongly Agree that Store assistant use easy language to understand about the availability of product. 26.4% of respondent Strongly Agree that they satisfied with the valuable information given by the sales executives about the products. 27.3% of respondents Agree that there is no difficulty in home delivery. 26.4% of respondents feels neutral about over all service quality. 33.6% of respondents feels neutral about that the service provides by big bazaar exceeds there expectation. 30.9% of respondents feels neutral about that the pricing of big bazaar met there expectation. 28.2% of respondents strongly agree that future pay app is making an impact on their purchase. 25.5% of respondents agree that Wednesday offer is helpful in purchasing of more products at reasonable price. 33.6% of respondents agree that advertisement from big bazaar is helpful to match their requirements on offers and discounts. 23.6% of respondents feel neutral about price. 26.4% of respondents agree about services. 42.7% of respondents feel neutral about product availability. 27.3% of respondents strongly agree about offers. 26.4% of respondents agree about timely relationship.

Suggestions:

The big bazaar should collect feedback from their customers possibly, that has to be regularly monitored by separate department or team so that the management could able to make any further improvement apart from the existing features. Periodical analysis of customer preferences to be done for the better understanding of the customer perception towards their buying behaviour. Sales representative of the retail shop must have polite and friendly treat and discussion with the customers, to get the awareness of their customers taste and preference. According to recent trends, products should be available in

the store. Bench marking also has to be done for the enhanced service inside the store. Additional bill counters has to operate during the time of festival and other important discount occasion. The management has to implement technology to have good customer relation. They may increase in store music to encourage their customer's behaviour. Opportunity has to be given for the own billing system by the customers, using bar code – scanner. The company can make sure that the quality and expiry date of the products, should not be compromise during the time of discount sales.

CONCLUSION:

The overall customer relationship in big bazaar is good. The queries are handled by big bazaar in appropriate manner. Information given by the sales executives are valuable. Customers are satisfied with the offers/discount provided by the company. A Wednesday offer by big bazaar is helpful to the customer in purchasing of an more product at reasonable price. Advertisement from big bazaar is helpful. This study includes direct interaction with the customers and this helps us to know the "CUSTOMER RELATIONSHIP" to great accuracy. This is of great importance to the company which will know about the customer preference to buy a particular product. The company should develop its TCRM (Technical CRM) Strategy in order to retain its old customers and attract new customers too. This Internship and project has not only exposed us to do this research but has also given us an opportunity to understand the work culture and professionalism, which would help us to excel in our career.

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