Customer Relationship Management Practices in network service providers at Aranthangi Taluk – An empirical study

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Abstract

Network service providers are upgrading the service according to the technological enhancement. In India we have 4G service, which are dependents the service providers and products. Both service and products has to support to utilize this service. This study is important to find the relationship between the sample respondents and CRM practices. Customer relationship signifies identifying the needs of the customers and stretching out the ways and means to satisfy them. The objectives of the study are (i) to present the socio economic factors of the sample respondents. (ii) to find the relationship between the socio economic factors and CRM practices and (iii) to offer suggestions to the management to improve the CRM practices. The researcher framed 15 variables to measure the Customer Relationship Management practices which adopted by the companies. Percentage analysis and Correlation used for this study. Percentage analysis used to show the socio economic profile of the sample respondents. Correlation used to find the relationship between the socio economic profile and CRM practices. This study concluded that the CRM practices are understand by the consumers, so that mobile phone users were taken for this study. The network service providing companies depending the sales force to get customers and retain the customers. The effective CRM practices leads to reach the corporate goals. The sales force should understand the importance of customer relationship, the adequate training need to the sales force to under the customer relationship.

Keywords : service providers, mobile phone, Customer relationship management practices and mobile network.

Introduction

Network service providers are upgrading the service according to the technological enhancement. The service providers are dependents the technology, which is available in India. The Technology comes from 2G, 3G and now 4G available; many developed countries are having 5G technologic. In India we have 4G service, which are dependents the service providers and products. Both service and products has to support to utilize this service. The mobile network providers help to communicate peoples, now 4G service help to do video calls. The smart phone is required to access the 4G technology, it has more data storage. The business people are storing the entire business data in their mobile phone. They could use it anywhere, receiving and sending reply are very simple in this 4G service. The services are very much useful for higher education, even in schools children also getting home work and intimation by email. Paper usages are considerably reduced because of mobile phone service.

There are many service providers are in the market. There are open competitions between them; it helps the consumers to get this benefit at reasonable price. The service providers charge high charges while introducing new technology, later the charges will be reduce by the service providers. All individuals and business people are having this service, even school going children are having this service. Selling new connection is very difficult, so the companies are trying to retain their customers. Portable service helps the users to change the existing network, it is another advantages to the service providers to get new customers. The employees are given training to sell the products and satisfy the customers. The CRM practices adopted by the service providers to face the customer needs and wants. The only way to retain the customers is customer relationship management.

Importance of the Study

To catch the market is very difficult to the corporate; corporate has to study the consumers buying behaviour. The sales executives are put their maximum effort to sell the products, the same time they have to retain the existing consumers. The advertisement help to get the attention of the consumers, the demand creates by the advertisement. The sales force duty is to hold customers who visit the showrooms. The effective CRM practices will make sales force to reach the corporate goal. The sales force effectives might be measure through the customers. This study is important to find the relationship between the sample respondents and CRM practices. The corporate have realized the importance of constant service quality which delivery to the customers for long run sustainability. Customer relationship signifies identifying the needs of the customers and stretching out the ways and means to satisfy them.

Research Gap

The researchers gone through many existing studies, very few studies were conducted by researchers. But, so far no studies were conducted in this study area. The researchers taken this gap to conduct study in this area to fill the gap.

Objectives of the study

The following are the objectives of the study.

- To present the socio economic factors of the sample respondents.
- To find the relationship between the socio economic factors and CRM practices.
- To offer suggestions to the management to improve the CRM practices.

Sampling Design

Aranthangi taluk is selected for this study, it is located in Pudukkottai District. It consist of 101 villages and 1 town. This taluk has population of 1,95,782 of which 95,245 are male and remaining 1,00,537 are female as per census of 2011. This taluk has 49,468 households. The literacy rate of this taluk is 72.18% out of 78.6% male and 66.1% female out of literate. The total area of this taluk is 443.35 sq.km with population density of 442 sq.km. 79.15% population lives

in urban area and 20.85% lives in rural areas. The researchers adopted convenient sampling method to collect the data. One hundred and seventy five respondents were selected for this study. The equal weight age given for male and female while data collection.

Tools and Techniques

The researcher framed 15 variables to measure the Customer Relationship Management practices which adopted by the companies. Percentage analysis and Correlation used for this study. Percentage analysis used to show the socio economic profile of the sample respondents. Correlation used to find the relationship between the socio economic profile and CRM practices.

Analysis and Interpretation

Percentage analysis used to present the socio economic profile of the sample respondents in the following tables. Percentage analysis helps to understand the data the socio economic profile of the respondents.

Table -1 : Gender of the sample respondents

Sl. No.	Gender	Number of respondents	Percentage
1.	Male	94	53.71
2.	Female	81	46.29
	Total	175	100

Source : Computed data

The above table shows the gender of the respondents, ninety four (53.71%) respondents are male and the remaining eighty one (46.29%) respondents are female. Majority (53.71%) of the respondents are male.

Table – 2 : Age group of the sample respondents

Sl. No.	Age group	Number of respondents	Percentage
1.	Up to 30 years	42	24.00
2.	31 years to 45 years	53	30.29

3.	46 years to 60 years	44	25.14
4.	Above 60 years	36	20.57
	Total	175	100

Source : Computed data

The above table shows age group of the sample respondents. Forty two (24.00%) respondents are come under the age group of up to 30 years. Fifty three (30.29%) respondents are come under the age group between 31 years and 45 years. Forty four (25.14%) respondents are come under the age group between 45 years and 60 years and the remaining thirty six (20.57%) respondents are come under the age group of above 60 years. Majority (30.29%) of the respondents are come under the age group of 31 years to 45 years.

Table – 3: Number of connection of the sample respondents

Sl. No.	Number of connection	Number of respondents	Percentage
1.	One connection	48	27.43
2.	Two connections	111	63.43
3.	More than two connections	16	9.14
	Total	175	100

Source : Computed data

The above table shows the number of connection using by the sample respondents. Forty eight (27.43%) respondents are having only one connection. One hundred and eleven (63.43%) respondents are having two connection and remaining sixteen (9.14%) respondents are having more than two connections. Majority (63.43%) of the respondents are having two connections.

Table – 4: Educational Qualification of the sample respondents

Sl. No.	Educational Qualification	Number of respondents	Percentage
1.	School level	29	16.57
2.	Under graduate	74	42.29
3.	Post graduate	39	22.29
4.	Professional and others	33	18.85
	Total	175	100

Source : Computed data

The above table shows the educational qualification of the sample respondents. Twenty nine (16.57%) are studied up to school level. Seventy four (42.29%) respondents are studied under graduate level. thirty nine (22.29%) respondents are studied post graduate level and the remaining thirty three (18.85%) respondents are professional and other degree holders. Majority (42.29%) of the respondents are studied under graduate level.

Table – 5 : Monthly Family Income of the sample respondents

Sl. No.	Monthly Family Income	Number of respondents	Percentage
1.	Up to Rs. 20,000	42	24.00
2.	Rs. 20,001 to Rs. 35,000	102	58.29
3.	Above Rs. 35,000	31	17.71
	Total	175	100

Source : Computed data

The above table shows monthly family income of the respondents. Forty two (24.00%) respondents family monthly income is up to Rs. 20,000. One hundred and two (58.29%) respondents family monthly income is between Rs. 20,001 and Rs. 35,000 the remaining thirty one (17.71%) respondents family monthly income is above Rs. 35,000. Majority (58.00%) of the respondents monthly family income is between Rs. 20,001 and Rs. 35,000.

Table – 6 : Occupation of the sample respondents

Sl. No.	Occupation	Number of respondents	Percentage
1.	Private employee	83	47.43
2.	Government employee	43	24.57
3.	House wife and retired	49	28.00
	Total	175	100

Source : Computed data

The above table shows the occupation of the sample respondents. Eighty three (47.43%) respondents are working in private companies. Forty three (24.57%) respondents are

Government employees and the remaining forty nine (28.00%) respondents are housewife and retired respondents. Majority (47.43%) of the respondents are working in private companies.

CORRELATION ANALYSIS

THE RELATIONSHIP BETWEEN THE INDEPENDENT VARIABLES AND CRM PRACTICES

The correlation is to find out the relationship between independent variables and CRM practices. Gender X1, Age group X2, Number of connections X3, Educational qualification X4, Monthly Family Income X5, Occupation X6, and CRM practices X7.

Table – 7 : The Relationship Between the Independent Variables and CRM Practices

		Gender	Age Group	Number of connections	Educational Qualification	Monthly family Income	Occupation
CRM Practices	PC	.843**	.561**	.684*	.901**	.317	-.852*
	P-Value	.001	.001	.001	.001	.072	.001
	N	175	175	175	175	175	175
	**. Correlation is significant at the 0.01 level (2-tailed).						
	*. Correlation is significant at the 0.05 level (2-tailed).						
	PC = Pearson Correlation						

There are many relationship between independents variables are find out through correlation. But the independents variables which had relationship with CRM practices are taken and explained in the following paragraph.

The gender of the respondents (.843), age group of the respondents (.561), Educational qualification (.901) has positive and significant correlation with CRM practices at 1% significant level. Number of connections (.684) has positive and significant correlation with CRM practices at 5% significant level. Occupation (-.852) has negative and significant correlation with CRM practices at 5% significant level.

Findings

The following are the findings of this study.

1. Majority (53.71%) of the respondents are male.
2. Majority (30.29%) of the respondents are come under the age group of 31 years to 45 years.
3. Majority (63.43%) of the respondents are having two connections.
4. Majority (42.29%) of the respondents are studied under graduate level.
5. Majority (58.00%) of the respondents monthly family income is between Rs. 20,001 and Rs. 35,000.
6. Majority (47.43%) of the respondents are working in private companies.
7. The gender of the respondents (.843), age group of the respondents (.561), Educational qualification (.901) has positive and significant correlation with CRM practices at 1% significant level.
8. Number of connections (.684) has positive and significant correlation with CRM practices at 5% significant level.
9. Occupation (-.852) has negative and significant correlation with CRM practices at 5% significant level.

Suggestions

The following are the suggestions of the study.

✓ The customer focused strategy should study before considering the technology need by the customers
✓ The CRM practices should down effectively to the sales force to increase the sales.
✓ Make sure the CRM plans include a scalable architecture framework. They should think carefully about what is the best for the enterprise, a solution that ties together.

✓ Once the company has collected information about the customers, the next step is training its salespeople and other employees in using that information to keep the customers relationship strong.

Conclusion

The study conducted by the researchers to find out the relationship between the socio economic profile and CRM practices of the sample respondents. Percentage analysis used to present the socio economic profile of the sample respondents which fulfill the first objectives of the study. Correlation applied to find out the relationship between the above said variables. This study concluded that the CRM practices are understand by the consumers, so that mobile phone users were taken for this study. The network service providing companies depending the sales force to get customers and retain the customers. The effective CRM practices leads to reach the corporate goals. The sales force should understand the importance of customer relationship, the adequate training need to the sales force to under the customer relationship.

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