A Study on Customer Relationship Management at Anantha PVC Pipes, Anantapur

Venkat Divya[1], Dr. T. Narayana Reddy[2]

[1]Student, [2]Associate Professor & Head of SMS,
[1,2]School of Management Studies & JNTUA, Anantapur, Andhra Pradesh, India

ABSTRACT

Competition between enterprises is becoming more intense in the 21st century. Economy is depressed, the industrial structure is changing, and unemployment is at a record rate in India. Under these competitive pressures, it is important to impress and improve the relationship with the customer. Because of the power of information and telecommunications technologies, business can track their customers and determine what they really want and how they actually use the product. Analysing the information returned from customers and products, business can provide active and accurate service to the right customer through the right channel at the right time and increase customer satisfaction. This paper refers the Customer Service in Customer Relationship Management (CRM).

KEYWORDS: Customer relationship maintenance, customer satisfaction, customer retention

INTRODUCTION

CRM can be defined as an organized approach of developing, managing, and maintaining a profitable relationship with customers. The process of developing a cooperative and collaborative relationship between the buyer and seller is called customer relationship management. It demands building trust, a binding force and value-added relationship with the customers.

A growing number of organizations have implemented or are considering implementing Customer Relationship Management (CRM) strategies for the purpose of becoming more customers focused. Despite this trend, there remains a relative dearth of academic literature relating to examining the realities of achieving such organizational objectives. CRM systems can be viewed as strategic and operational information systems aimed at enabling organizations to realize a customer focus (Bull 2003).

Industry profile:

The Indian pipes industry is among the top three manufacturing hubs after Japan and China. The demand for plastic pipes such as PVC and CPVC is increasing as these pipes are better in quality and durability. Today India exports plastic products to as many as 80 countries all over the world. The exports, which were stagnant at around rest. 60-70 cores per annum.

Company profile:

- Name of the company: Anantha P.V.C pipe Pvt Ltd
- Industry: Manufacturing
- Date of Incorporation: Feb 2002
- Chairman: S. P. Y. Reddy.
- Managing director: Sannapu Reddy, Aravinda Rani
- Head Quarters: Nandyal, Kurnool.
- No of employees: 450
- Website: www.nandhinipipes.com
- Turnover: 100 to 120 Cr

- Plant location: NH-7 Hampapuramu, Raptadu(m), Anantapuramu
- Products: PVC, CPVC.

Objectives:
- To study the factors influencing the customers buying decision at Anantha PVC pipes pvt ltd Anantapuramu.
- To know the relationship between the offers provided and customer satisfaction of Anantha PVC pipes pvt ltd Anantapuramu.
- To analyze the impact of customer satisfaction on consumer buying decision of Anantha PVC pipes pvt ltd Anantapuramu.

Need of the study:
- The purpose of the study is to identify the importance and effectiveness of CRM on customer buying behavior in Anantha PVC pipes pvt ltd Anantapur.

Scope of the study:
- The present study is confined to the customer relationship management of Anantha PVC pvt ltd Anantapuramu.

Research methodology:
The study is based on both primary and secondary data
- PRIMARY DATA: The primary data is collected through a structured questionnaire.
- SECONDARY DATA: The secondary data is collected from the company website, and different journals.

WEBSITE: www. Anantha Pvc Pipes Pvt Ltd.com

SAMPLING TECHNIQUE:

The sampling technique used in this study is convenience sampling.

Tools and techniques:
The tools used in the study are
- Tables
- Charts
- Chi-square
- Correlation

Limitations of the study:
- The study is confined to Anantha PVC pipes pvt ltd Anantapuramu.
- The present study is confined to period of 45 days only.
- The survey is limited to particular region only i.e.; Hindupuramu.

Hypothesis:
- Ho1: There is no significant relation between customer satisfaction and offers provided by the company.

- Ha1: There is a significant relation between customer satisfaction and offers provided by the company.
- Ho2: There is no impact of customer satisfaction on customer buying decision.
- Ha2: There is an impact of customer satisfaction on customer buying decision.

1. Would you like to use more pipes from Anantha in future?

| Like to use more products in future:		
Attributes	No of respondents	Percentage
Yes	206	94.49
No	12	5.51
Total	218	100
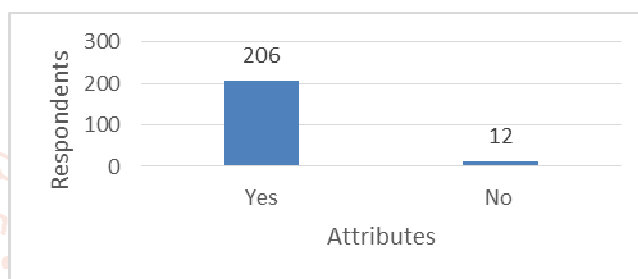
INTERPRETATION:
From the above analysis we observe that 94.49% of respondents say they would like to use more products in future, where 5.51% choose not to use more in future.

2. Are you satisfied with customer relationship maintenance of Ananatha PVC ?

| Satisfaction level with CRM:		
Options	No of respondents	Percentage
Highly dissatisfied	2	0.92
Dissatisfied	17	7.80
Average	52	23.85
Satisfied	70	32.11
Highly satisfied	77	35.32
Total	218	100
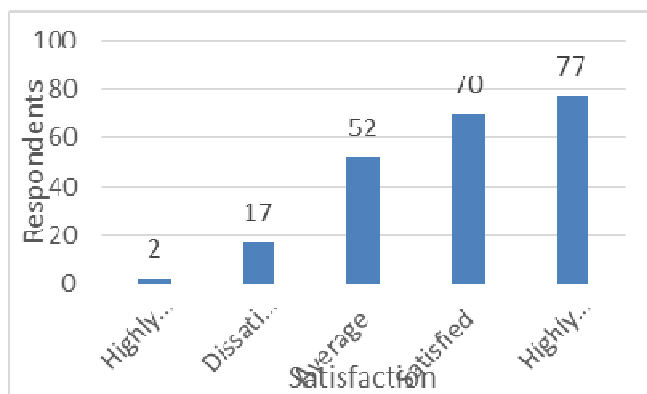
INTERPRETATION:
From the above analysis we observe that 35.32% of respondents rated highly satisfied for CRM practices,

32.11% are satisfied, 23.85% are average,7.80% are dissatisfied and 0.92% are dissatisfied.

3. Are you satisfied with the services provided provided by Anantha pipes?

Satisfaction with offers		
Attributes	No of respondents	Percentage
Highly dissatisfied	0	0
Dissatisfied	10	4.58
Average	69	31.66
Satisfied	87	39.91
Highly satisfied	52	23.85
Total	218	100
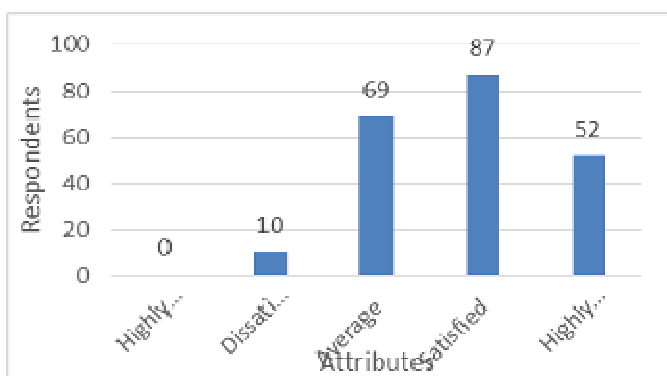
INTERPRETATION:

From the above analysis we observe that 39.91% respondents are satisfied with the offers provided by the company, 31.66% stated average, 23.85% are highly satisfied, where 4.58% are dissatisfied and 0% are highly dissatisfied.

Data analysis and interpretation:

Correlations			
		Services provided	Customer satisfaction
Services provided	Pearson Correlation	1	.057
	Sig. (2-tailed)		.401
	N	218	218
Customer satisfaction	Pearson Correlation	.057	1
	Sig. (2-tailed)	.401	
	N	218	218

INTERPRETATION:

From the above correlation table shows the relation between customer satisfaction and offers provided by the company. As the Pearson significant p=0.057 which is greater than significant value (0.05). Hence here the null hypothesis is accepted.

Therefore, we can say that there is no much relation between the services provided by the company and customer satisfaction in case of Anantha PVC company.

But as we can observe the difference value is very less (.007) we can say that there will be little relation existing between offers provided by the company and customer satisfaction.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	31.775[a]	8	<.001
Likelihood Ratio	30.515	8	<.001
N of Valid Cases	218		
a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .11.			

INTERPRETATION:

From the above chi-square table it is identified that Pearson chi-square value p=31.775 and significant value p=0.001.As the significant value is 0.001 which is less than the level of significance (0.05),the null hypothesis is rejected .Therefore there is a strong impact of customer satisfaction on customer buying decision.

Findings of the study:

➢ 42.21% of the respondents are getting aware about Anantha pipes through dealers, where 35.32% are from friends/relatives,20.64% from print media and 1.83% through television.

➢ 96.78% of respondents are satisfied with the quality of Anantha pipes where 3.22% are not satisfied.

➢ 35.32% of respondents rated highly satisfied for CRM practices,32.11% are satisfied,23.85% are average,7.80% are dissatisfied and 0.92% are dissatisfied.

➢ 94.49% of respondents say they would like to use more products in future, where 5.51% choose not to use more in future.

➢ 50.92% of respondents say that the company collects customer feedback sometimes,36.24% say never and 12.84% actively.

➢ 39.91% respondents are satisfied with the services provided by the company,31.66% stated average, 23.85% are highly satisfied, where 4.58% are dissatisfied and 0% are highly dissatisfied.

Suggestions of the study:

➢ As it is observed that most of the buyers are came to know about Anantha pvc from dealers. So, it is better to concentrate more on other promotional tools.

➢ Some of the respondents have complaints with the availability and delivery services. So, the company should try to speed up with the delivery process.

- Most of the respondents feel company should more often collect customer feedback. So, if the company concentrates more on the feedback it will benefit to company.

- CRM has a wide scope. Follow-up research could focus on a single topic such as data warehousing and data mining for advance.

Conclusion of the study:

- For any company to reach the peak in today's competitive era, they must use each and every component of relationship management techniques. By the study we can conclude that Anantha pvc is using the Customer relation management in a moderate manner.

- In summary, we pointed out the CRM implementation strategies clearly and think that when the pipes industry applies CRM, they should enhance establishing organized CRM and senior managers should support this change.

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