

# A PROJECT REPORT ON CUSTOMER CUSTOMER RELATIONSHIP MANAGEMENT

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## ABSTRACT:

CRM represents client relationship the board. It is characterized as a course of cooperating with the clients from various correspondence channel. It is a methodology where the way of behaving and needs of the shoppers is known by coming into contact with them through various on the web and disconnected stages which eventually prompts client maintenance. In this study conversation about what CRM mean for client maintenance has been covered. Optional information was utilized to legitimize the examination with things alluding to client relationship the executives, client maintenance, rehearses, consumer loyalty, and client dependability. The finish of the review saw that client relationship the board, consumer loyalty and client dependability affect client maintenance. CRM decidedly affect client maintenance. In the event that every one of the associations and firms convenient and precisely notice CRM, more prominent maintenance and steadfastness will be made among clients.

**KEYWORDS:** Customer relationship Management, Customer relation, Satisfaction information needed . generally , the research design is three types that are

## INTRODUCTION:

The organizations/organizations or ventures have prompted the improvement of numerous countries and their consistent ascent in economies. A business or a firm that needs to prevail in the present worldwide cutthroat market, where clients are enabled and brand devotion is diminishing, should move to client relationship the executives (CRM). Indian firms need to explore the requirements of clients, they need to assemble associations with both potential and existing clients, and they should fulfill their clients' necessities. To safeguard existing reliability of clients, the organization surely needs to keep up with consumer loyalty. Consumer loyalty is a state which is accomplished when a client gets an assistance or an item that matches his/her assumptions, making it more probable that he/she will get back to make different buys. Rehash buys are a pointer that clients trust in the organization since they are happy with the item or administration they have gotten. A Client Relationship Showcasing (CRM) approach was taken on, as it zeros in additional on the interrelationships among client trust, client responsibility, consumer loyalty, and client faithfulness. The target of this study is

accordingly to break down the idea of CRM and client maintenance, and the immediate and backhanded impacts of consumer loyalty on client maintenance.

#### **CONCEPT OF CUSTOMER RELATIONSHIP MANAGEMENT:**

Customer Relationship Management (CRM) in the context of Amruth Milk focuses on building and maintaining strong relationships with customers to enhance their satisfaction and loyalty. Amruth Milk would use CRM strategies and technologies to understand and meet the specific needs and preferences of its customers, offer personalized interactions and targeted marketing campaigns, and provide exceptional customer service.

#### **REVIEW OF LITERATURE :**

- Abdulla Ahmed and Nizam Ismail (2015) in their examination paper concentrated on the effect of corporate picture, quality, project the executives, client relationship, and client maintenance in the development business.
- Ashok Devprasanna (2017) Uncovered in his review that how telecom industry involves CRM rehearses in the hyper serious business sectors, the review analyzes consumer loyalty in telecom industry.
- The concentrate on Indian financial area Directed by Chaudhari Virendra M(2020) saw that an interesting relationship exists among clients and banks thus banks are making endeavors to embrace CRM.
- Harpreet Kaur (2018) directed a concentrate on Client maintenance concerning Banking Area. The review gives a top to bottom assessment and examination of discernments held by clients as well as brokers towards client maintenance
- Megawati Simanjuntak (2020) noticed the strategies for CRM being embraced in Vehicle credit Business to improve client maintenance.
- Raman Janeya Lambu (2021) completed a concentrate in which he uncovered that the Great objective of CRM is to gain the consideration of forthcoming clients, sustain and hold the current ones in Confidential Area Banks.
- Jeyalakshmi R., Gopinath M., Ramya A., Nanthagopan Y. (2020) in their review expresses the meaning of building great client relations and ensuring that their involvement with the store is healthy. The creators in their review give ideas concerning how a retail location can guarantee that their clients' experience is productive.

#### **NEED FOR STUDY:**

The study of Customer Relationship Management (CRM) is essential to enhance customer satisfaction, improve business performance, make data-driven decisions, integrate technology, comply with ethical standards, and gain a competitive advantage in the market.

#### **SCOPE OF STUDY :**

1 . The project is defining consumer relationship towards amruth milk and milk products in recent trends .

2. The study aid the organization to understand the behavior of specific customers while purchasing amruth milk
3. customer relationship level can be increased via considering various aspects .

#### **OBJECTIVES OF THE STUDY:**

1. To understand the concepts and principles of customer relationship management
2. To enable managing customer relationship
3. To understand the customer attitude and behaviour
4. To understand the customer relationship management Amruth Ago milk
5. To design, develop & integrate customer relationship mechanism in everything

#### **RESEARCH METHODOLOGY:**

- A research methodology depicts the methods and systems used to recognize and investigate data in regards to a particular examination point. It is an interaction by which scientists plan their concentrate so they can accomplish their targets utilizing the chose research instruments.
- The type of research design used here is Descriptive research,by asking questionnaires to the employees of the ITC LTD company to get required information useful for the study.
- Sample size:The sample size taken here for the study was 51 members whom the questions has been asked to get required information for the purpose of the study.
- Sampling method:Random sampling .

#### **DATA ANALYSIS AND INTERPRETATION**

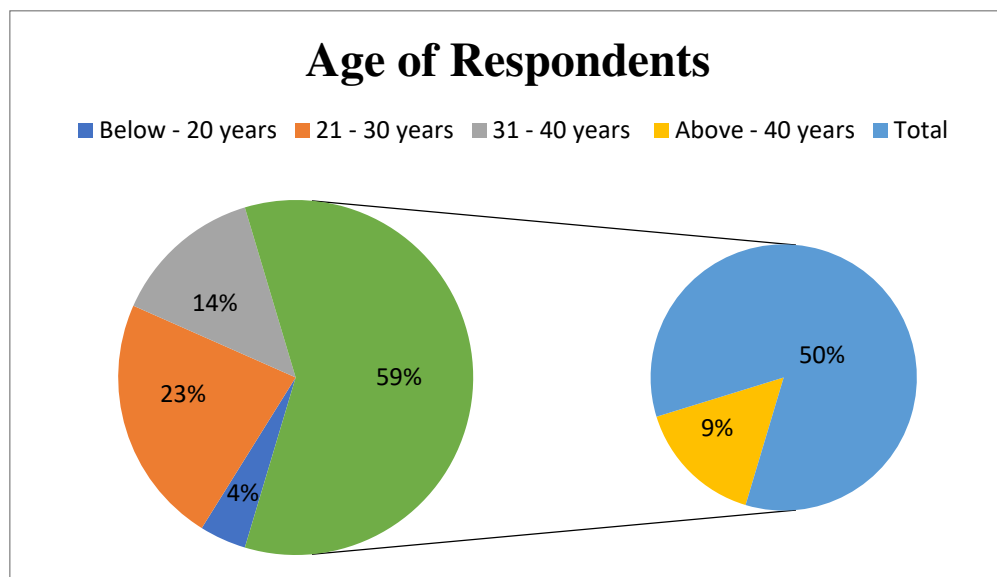
In this study on customer relationship towards dairy products in the dairy sector in India, percentage analysis was employed to analyze and interpret the data. Understanding customer srelationship is crucial for dairy companies to improve their products and services and stay competitive. By analyzing the responses from 200 respondents, this study seeks to gain insights into customer preferences and identify areas for improvement. The sample size 200 was chosen to balance obtaining sufficient data for meaningful analysis and managing practical constraints. The sample is expected to be representative of dairy product consumers in India. The questionnaire was distributed using various methods, including online platforms, email invitations, paper-based surveys, and in-person interviews to ensure diversity. The aim was to minimize biases and comprehensively understand customer relationship across different demographics and geographic regions. The percentage analysis formula ( Respondents / Total Number of Respondents) \* 100, will be used to determine the proportion of satisfied customers based on the responses received. By applying this formula, satisfaction levels can be compared across factors such as product quality, pricing, packaging, and customer service, providing valuable insights into areas that require improvement. Ultimately, this data analysis aims to help dairy companies enhance their offerings and ensure customer relationship in a highly competitive market .

## QUESTIONARY

1. Are you satisfied with the products delivered of amruth milk?
2. From how many years are you using the product?
3. How do you rate the pricing of amruth milk compare to other brands?
4. Do you faced any issues regarding to the package?
5. What is the overall opinion on amruth milk?
6. What are the overall opinion on amruth milk?

**Table1:** Analys is basedonage wise classification.

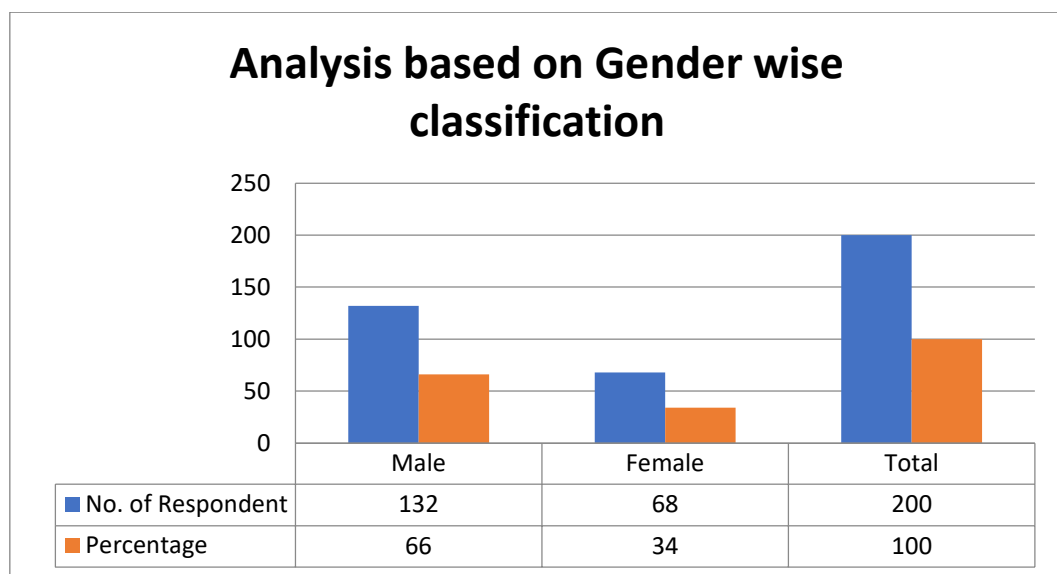
Age	No. of Respondent	Percentage
Below - 20 years	17	8
21 - 30 years	91	45
31 - 40 years	55	28
Above - 40 years	37	19
Total	200	100



**Inference:** It is clear from Table 1 that Among the respondents, 45% fall within the age group of 21-30 years, indicating a significant representation of young adults in the study.

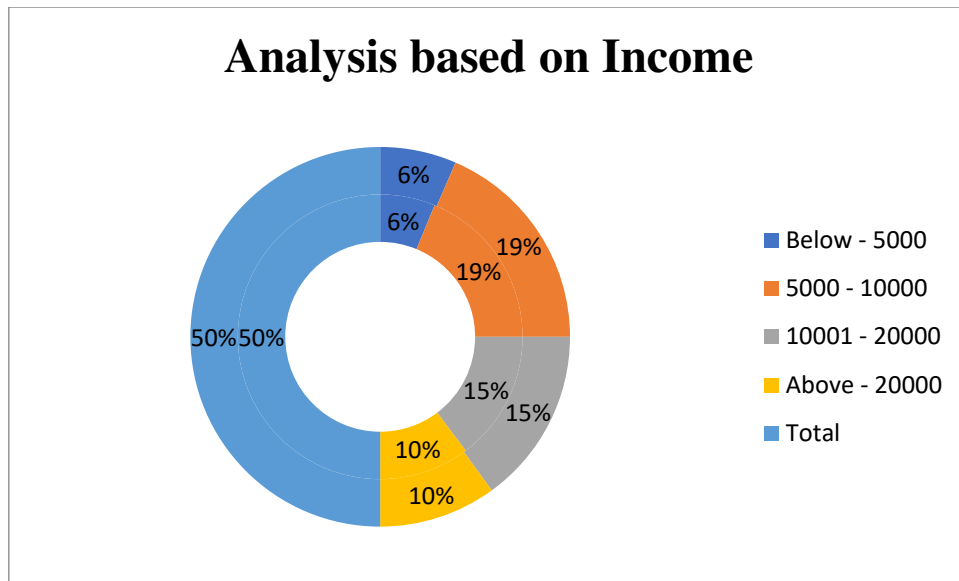
**Table2:** Analysis based on Gender wise classification.

Gender	No. of Respondent	Percentage
Male	132	66
Female	68	34
Total	200	100



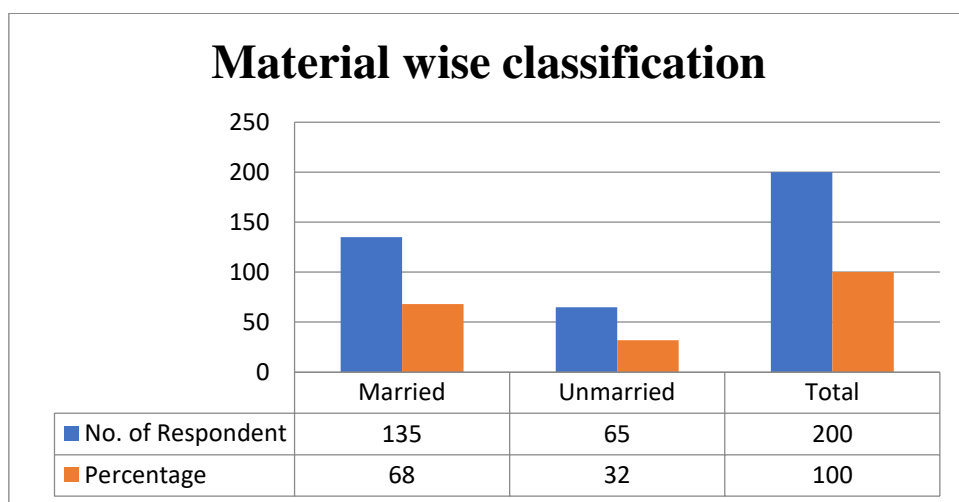
- **Inference:** It is apparent from Table 2 Among the participants, 66% of the respondents identify as male, while 34% identify as female. This data indicates a higher representation of males in the study compared to females.
- **Table3:** Analysis Based on Income Wise Classification (Monthly)

Income level (Rupees)	No. of Respondent	Percentage
Below - 5000	25	13
5000 - 10000	75	37
10001 - 20000	59	30
Above - 20000	41	20
Total	200	100



- Inference:** Among the respondents, 37% belong to the income group of 5000-10000, while 13% are in the below 5000 income group. This suggests a significant representation of individuals in the 5000-10000 income range in the study on customer satisfaction towards dairy products in India's dairy sector.
- Table4:** Analysis Based on Marital Wise Classification

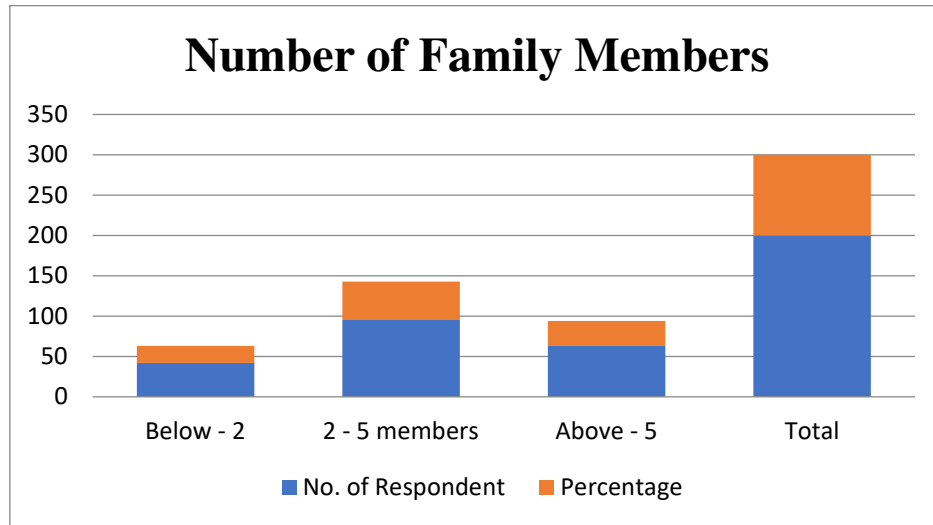
Material status	No. of Respondent	Percentage
Married	135	68
Unmarried	65	32
Total	200	100



- Inference:** Among the respondents, 68% of the respondents reported being married, while 32% of them were unmarried. This data indicates a higher representation of married individuals in the study compared to unmarried individuals.

**Table5:** Analysis based on number of family members

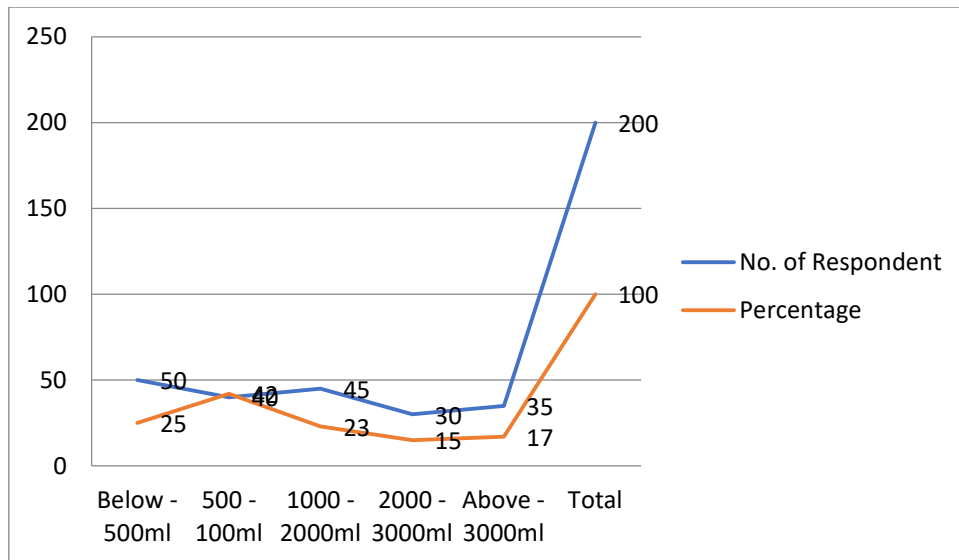
Family members	No. of Respondent	Percentage
Below - 2	42	21
2 - 5 members	95	48
Above - 5	63	31
Total	200	100



- **Inference:** From the above table it was found that 48% of the respondents reported having 2 – 5 family members, while 21% of them had below 2 family members. This data indicates that a significant proportion of respondents have moderate-sized families.

- **Table6:** Analysis based on quantity wise classification

Quantity	No. of Respondent	Percentage
Below - 500ml	50	25
500 - 100ml	40	42
1000 - 2000ml	45	23
2000 - 3000ml	30	15
Above - 3000ml	35	17
Total	200	100

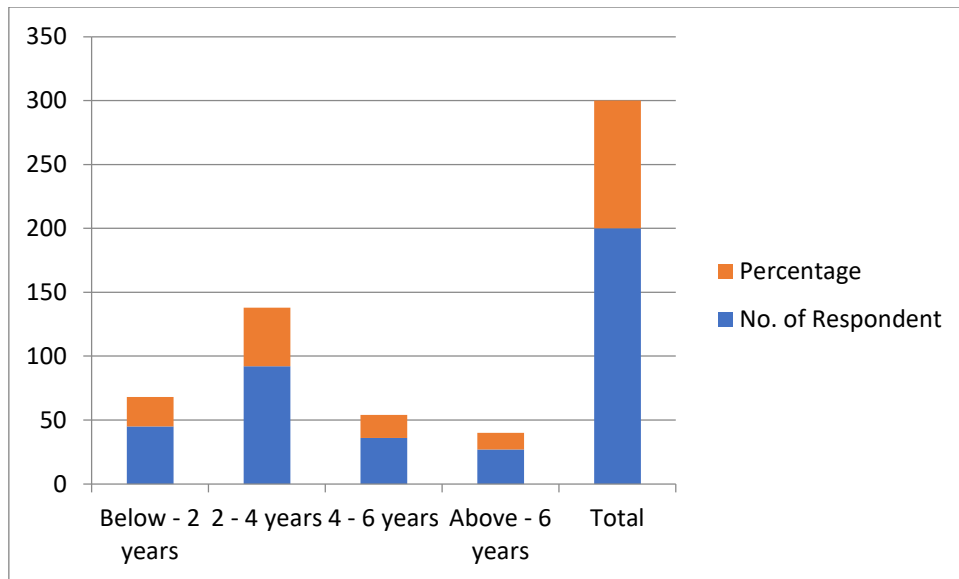


**Interpretation:** The data analysis reveals that 25% of the respondents are purchasing dairy products in a below 500ml quantity. Furthermore, the study indicates that 15% of the respondents are purchasing dairy products in the range of 2000-3000ml. This indicates that a significant portion of the respondents prefer smaller packaging sizes, which could be more convenient for individual or smaller households.

**Table7:** Analysis Based On Number of Years Continuously Buying

Buying period years	No. of Respondent	Percentage
Below - 2 years	45	23
2 - 4 years	92	46
4 - 6 years	36	18
Above - 6 years	27	13
Total	200	100

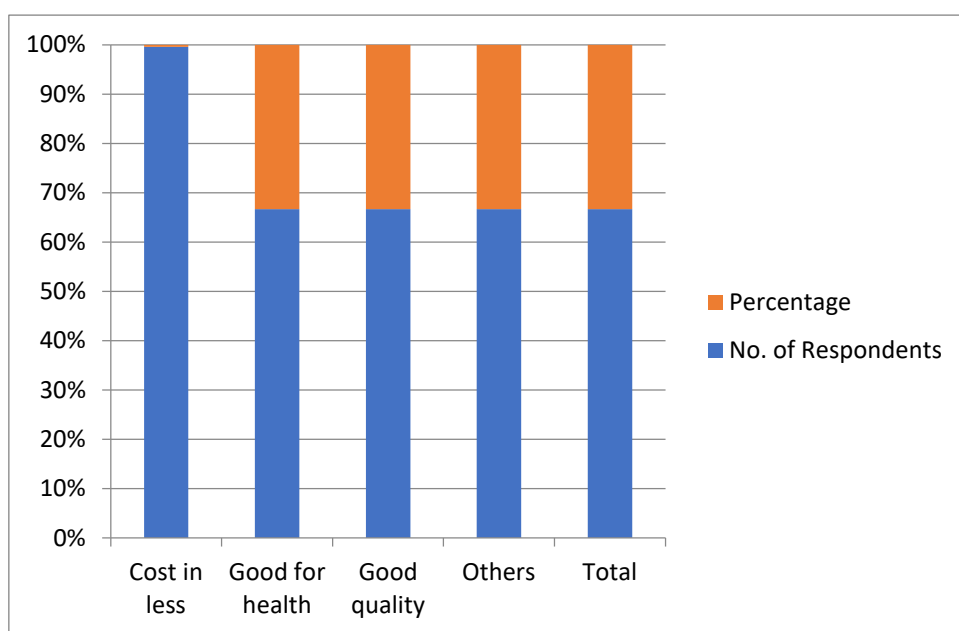




**Interpretation:** - 46% of the respondents are in the 2 – 4 years of buying period, while 13% of them are in the above 6 years to buying Diary.

**Table8:** Analysis Based on Preference Wise Classification

Preference	No. of Respondents	Percentage
Cost in less	2822	11
Good for health	98	49
Good quality	62	31
Others	18	9
Total	200	100



**Interpretation:** The data analysis indicates that 46% of the respondents have been purchasing Dairy products for a period of 2-4 years. This suggests a significant customer loyalty and satisfaction over a moderate duration of buying. Additionally, 13% of the respondents reported buying dairy products for more than 6 years, indicating a loyal customer base that has been consistently satisfied with the brand's offerings.

## CONCLUSION:

The point of this paper was to hypothetically break down the idea of CRM and client maintenance in Indian firms in view of existing writing and it was seen that client relationship the executives is exceptionally fundamental for progress in any business or firm. There are plentiful variables that influence the repurchase expectations of clients which the Indian firms need to keep to them while engaging its buyers. This multitude of variables decidedly affect client maintenance. CRM is additionally firmly connected with client faithfulness which assists with safeguarding the client with the firm. The nature of administration significantly influences client faithfulness; executing great CRM will bring about more noteworthy unwaveringness among clients. So it tends to be presumed that the previously mentioned elements and client faithfulness ought to be seen in a firm to keep up with long run relations with clients who straightforwardly impact the productivity of an association.

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