

**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT TOWARDS HERO
MOTORS AT ANANTAPURAMU**

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ABSTRACT

Customer Relationship Management (CRM) has gained significant importance and is now recognized as a vital and rapidly evolving practice within the business sector. In the past, manufacturers primarily emphasized their products without considering customer preferences. Their focus was on selling the product, disregarding customer tastes. However, this outlook has undergone a complete transformation due to heightened consumer awareness. Customers now prioritize their own preferences, compelling manufacturers to shift their focus towards understanding and satisfying customer needs. This shift has introduced complexity into the business landscape. New entrants continuously bring innovative ideas, prompting customers to switch between brands. As a result, the significance of effective customer relationship management has escalated. In today's competitive environment, CRM has emerged as the essential tool capable of enticing customers to revisit an organization, thereby converting regular customers into profitable ones. Beyond customer retention, CRM plays a pivotal role in customer attraction, issue resolution, and overall organizational strengthening. Nevertheless, there exists a dearth of comprehensive research investigating the correlation between CRM functions and organizational performance.

Keywords: Customer Relationship Management, Organizational Performance

Introduction:

Customer Relationship Management (CRM) stands as a pivotal element in contemporary business operations, addressing customer concerns and enhancing their experiences. It serves as a potent managerial tool, enabling businesses to gain insights into customer sentiments regarding their products. The role of products is pivotal for both rural and urban development. By adhering to CRM principles, retailers can craft strategies to consistently augment profitability through cultivating enduring relationships with customers. This article also delves into assessing relationship-based purchasing, a motivation driving customer behaviour, reliant on loyalty and sustained goodwill.

Emergence of CRM as a Business Catalyst:

In the context of the 21st century's liberalization and globalization, nurturing strong connections with customers has emerged as a paramount managerial challenge. In the past, customers were passive participants, and producers took their loyalty for granted, as alternatives were limited. However, contemporary business dynamics reflect a distinct shift, characterized by economic openness, heightened competition, diverse consumer choices, and discerning, informed customers. This transformation mandates a departure from conventional marketing to a more holistic approach that encompasses trust-building, value enhancement, and forging enduring relationships.

The Essence of Customer Relationship Management:

Customer Relationship Management, commonly referred to as CRM, entails cultivating collaborative and cooperative bonds between sellers and buyers. The fundamental objective of CRM is to steer all organizational activities towards the creation and sustenance of valuable customer relationships. It represents a novel paradigm in marketing, focusing on the establishment of enduring partnerships with customers, with the ultimate goal of converting them into lifelong patrons. The underlying premise of CRM is to guide customers towards increased loyalty, progressively ascending the loyalty ladder.

The Dynamics of Modern Marketing:

In the realm of modern marketing, CRM holds a pivotal role in shaping business strategies. It goes beyond traditional marketing activities of product development, pricing, promotion, and accessibility. Instead, it emphasizes building trust, nurturing lasting connections, and delivering enhanced value to customers. The current marketing landscape underscores the need to create products tailored to customer needs, thereby fostering lifetime customer relationships. The principles of customer delight, approval, and enthusiasm serve as the foundation for cultivating such relationships.

Four Core Goals of Customer Relationship Management (CRM):

Long-Term Profit Focus: CRM places a paramount emphasis on achieving sustained profitability rather than pursuing short-term gains from isolated transactions. Instead of targeting customers solely for immediate profits, companies should invest in cultivating profitable customer relationships. This strategy involves serving such customers exceptionally well, with the understanding that this investment will yield substantial long-term profits in the future.

Customer Retention: CRM underscores the cost-effectiveness of retaining existing customers compared to the expense of attracting new ones. While acquiring new customers involves significant advertising expenses, maintaining current customers typically incurs lower costs. Despite this advantage, some firms overlook the importance of customer retention and fail to implement effective retention strategies.

Mutually Beneficial Customer Welfare: CRM advocates for prioritizing chosen profitable customers, even if it means sacrificing short-term profits. This approach involves providing exceptional service to these customers, with the understanding that doing so will result in stronger profits in the future. By building lasting relationships and progressing from basic interactions to partnership-level connections, loyalty can be fostered.

Strategic Development: CRM must be integrated into business and marketing strategies for optimal results. The entire organization should be dedicated to serving present customer needs to yield better profits in the future. CRM's focus extends beyond immediate transactional gains to cultivating selected customers, delivering value, and ensuring customer satisfaction.

Visualization of the CRM Process: CRM does not revolve around isolated transactional profits but centers on achieving enhanced long-term profitability through customer understanding and value creation. This strategy leads to customer satisfaction and loyalty, thereby improving organizational processes and value creation—a critical element in fostering loyalty.

3.3 OBJECTIVES OF THE STUDY:

- To know the customer level of awareness on hero motors.
- To find out the factors that influences the buying decision of a hero Motors.
- To Study the satisfaction level of exist customer of hero Motors.

3.4 HYPOTHESIS TESTING:

Null Hypothesis (Ho) : There is no significant impact of selective variables (Product Quality and Reliability, Service and support, Pricing, Advertising and financing Options) on buying decision.

Alternative Hypothesis (H1): There is a significant impact of selective variables (Product Quality and Reliability, Service and support ,Pricing, Advertising and financing Options) on buying decision.

Research and Methodology

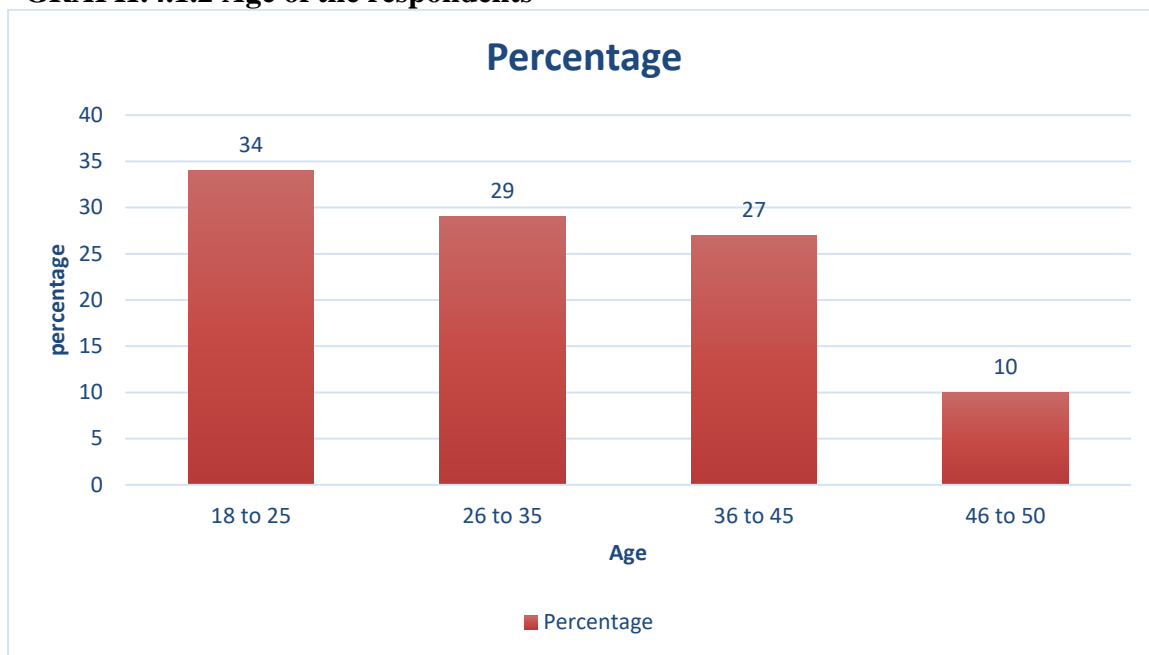
DATA ANANLYSIS & INTERPRETATION

TABLE 4.1.1 Age of the respondents

Age	Customer responses	Percentage
18 to 25	29	34
26 to 35	25	29
36 to 45	23	27
46 to 50	8	10

Total	85	100
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GRAPH:4.1.2 Age of the respondents



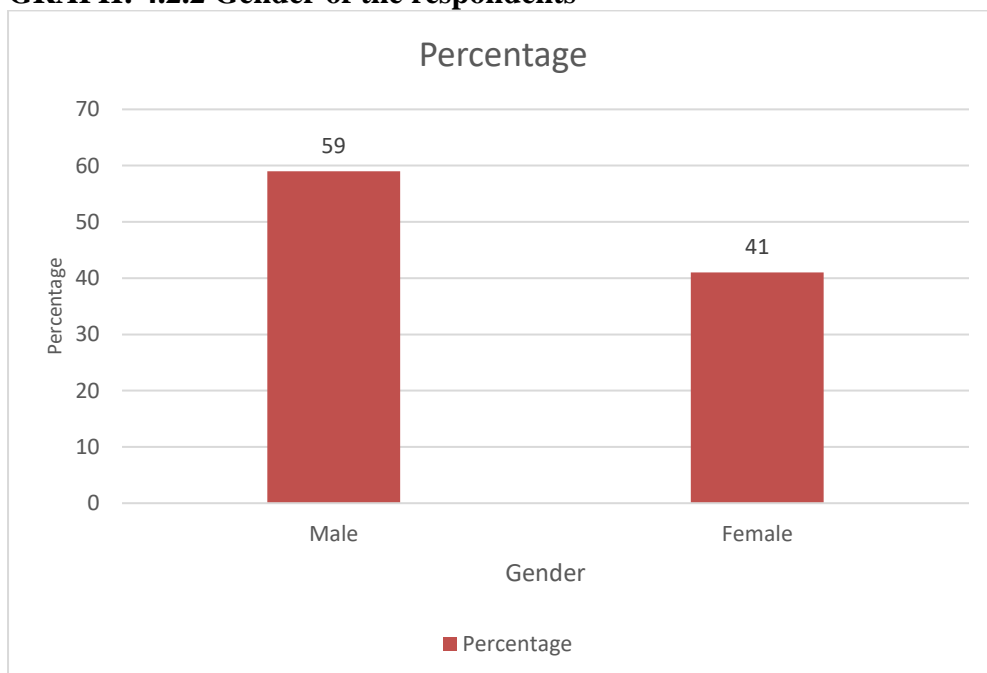
INTERPRETATION :

From the above graph the frequency express the age group of 18 to 25 is 34% and the age group of 26 to 35 is 29% and the age group of 36 to 45 is 27% and the age group of 46 to 50 is 10%.

TABLE 4.2.1 Gender of the respondents

Gender	Customer responses	Percentage
Male	50	59
Female	35	41
Total	85	100

GRAPH: 4.2.2 Gender of the respondents



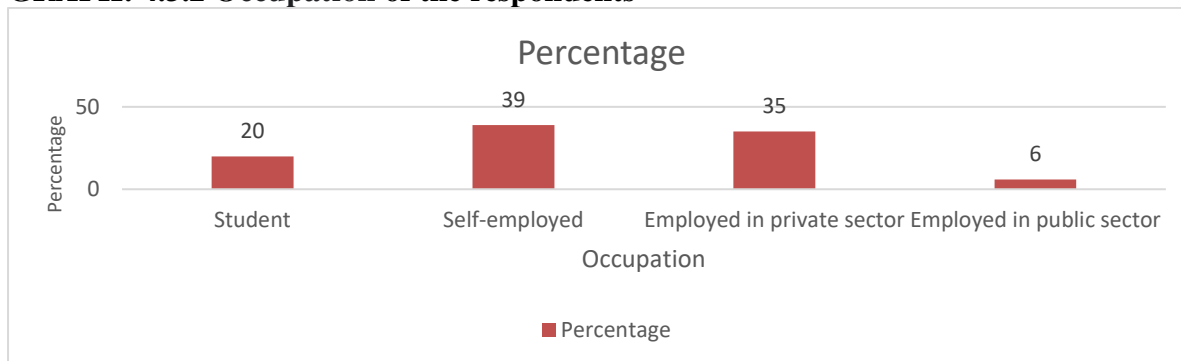
INTERPRETATION :

From the above graph the frequency express the Genders of Male is 59% and Female is 41%.

TABLE 4.3.1 Occupation of the respondents

Occupation	Customer responses	Percentage
Student	17	20
Self-employed	33	39
Employed in private sector	30	35
Employed in public sector	5	6
Total	85	100

GRAPH: 4.3.2 Occupation of the respondents



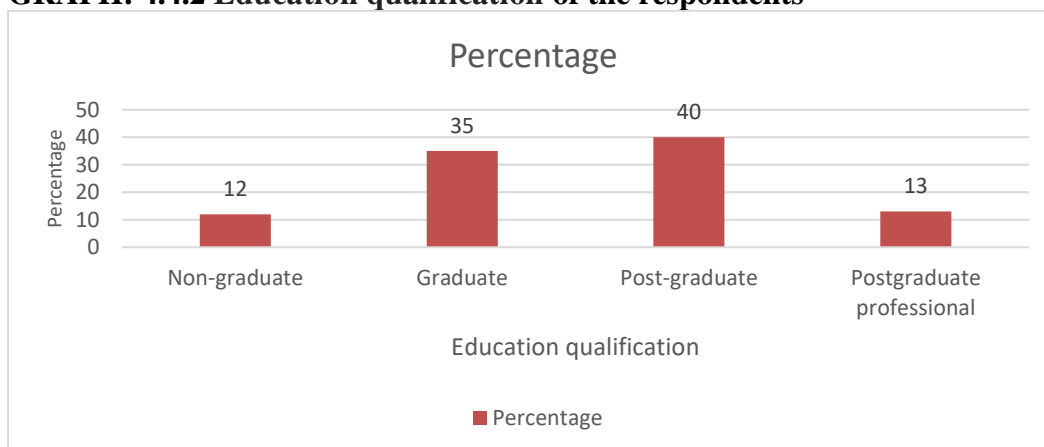
INTERPRETATION :

From the above graph the frequency express the Occupation of customers Student is 20% and the Self employed is 39% and the Employed in private sector is 35% and the Employed in public sector is 6%.

TABLE 4.4.1 Education qualification of the respondents

Education qualification	Customer responses	Percentage
Non-graduate	10	12
Graduate	30	35
Post-graduate	34	40
Postgraduate professional	11	13
Total	85	100

GRAPH: 4.4.2 Education qualification of the respondents



INTERPRETATION :

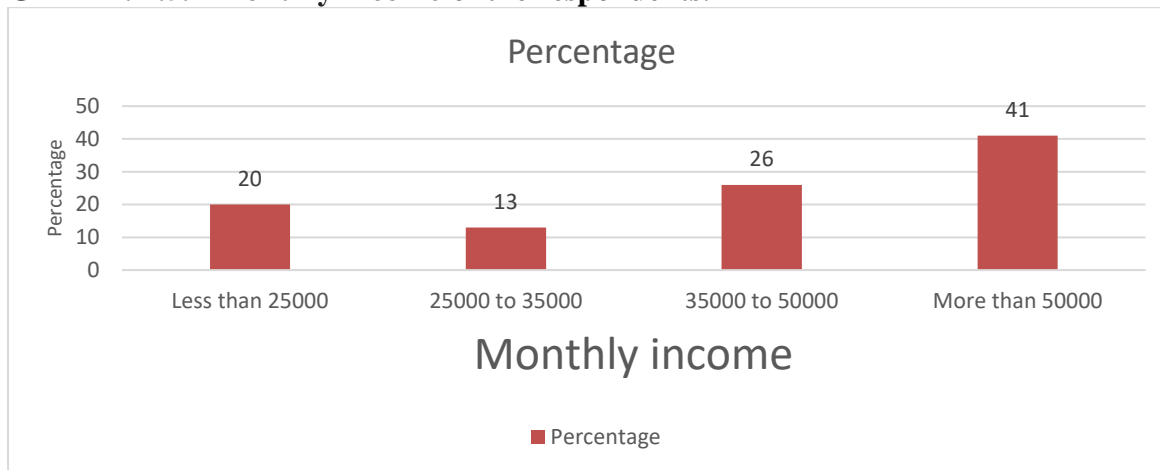
From the above graph the frequency express the Education qualification of customers Non-graduate is 12% and the Graduate is 35% and the Post-graduate is 40% and the Postgraduate professional is 13%.

TABLE 4.5.1 Monthly income of the respondents.

Monthly income	Customer responses	Percentage
Less than 25000	17	20

25000 to 35000	11	13
35000 to 50000	22	26
More than 50000	35	41
Total	85	100

GRAPH: 4.5.2 Monthly income of the respondents.



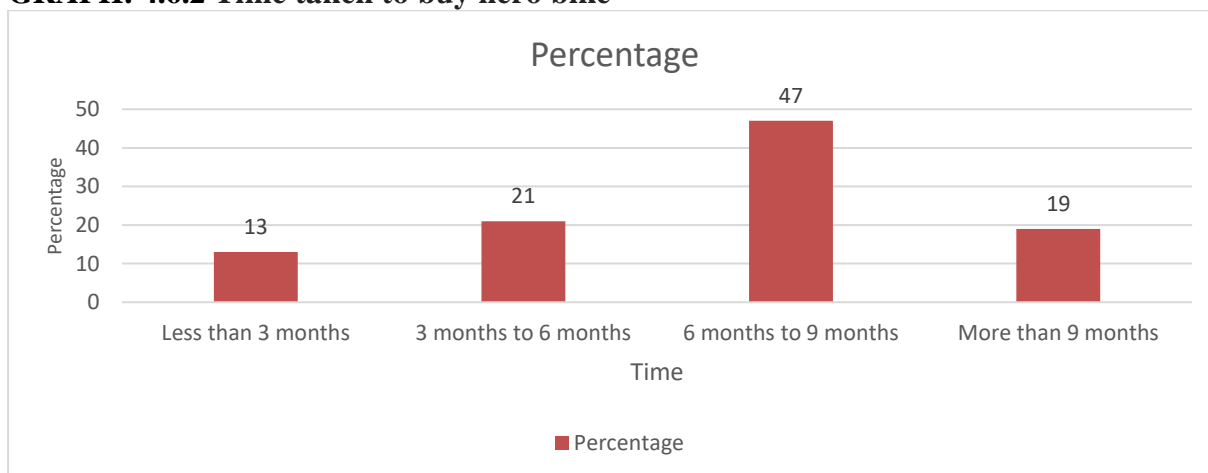
INTERPRETATION :

From the above graph the frequency express the monthly income of customers Less than 25000 is 20% and the 25000 to 35000 is 13% and the 35000 to 50000 is 26% and the More than 50000 is 41%.

TABLE 4.6.1 Time taken to buy hero bike.

Time	Customer responses	Percentage
Less than 3 months	11	13
3 months to 6 months	18	21
6 months to 9 months	40	47
More than 9 months	16	19
Total	85	100

GRAPH: 4.6.2 Time taken to buy hero bike



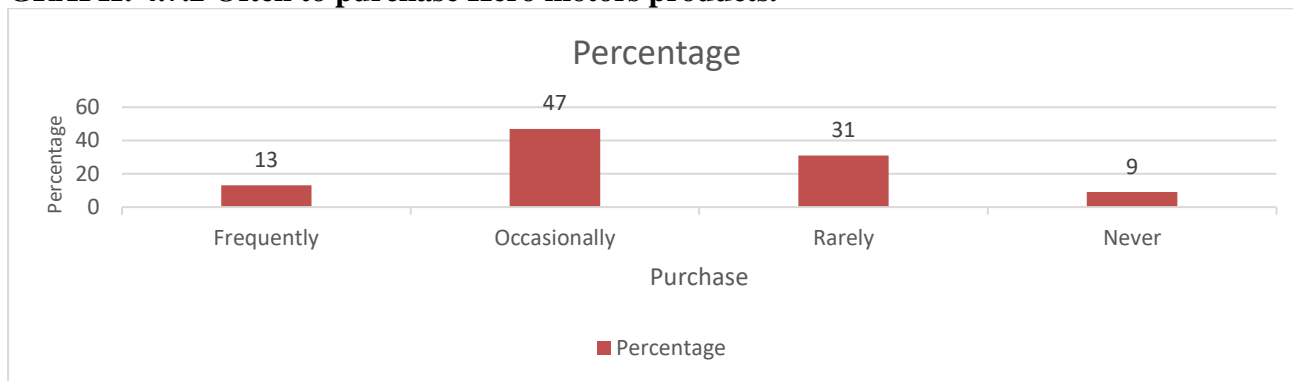
INTERPRETATION :

From the above graph the frequency express the time taken by the customers to buy the hero bikes is less than 3 months is 13% and the time taken between 3 months to 6 months is 21% and the time taken between 6 months to 9 months is 47% and the time taken for More than 9 months is 19%.

TABLE 4.7.1 Often to purchase Hero motors products.

Purchase	Customer Responses	Percentage
Frequently	11	13
Occasionally	40	47
Rarely	26	31
Never	8	9
Total	85	100

GRAPH: 4.7.2 Often to purchase Hero motors products.



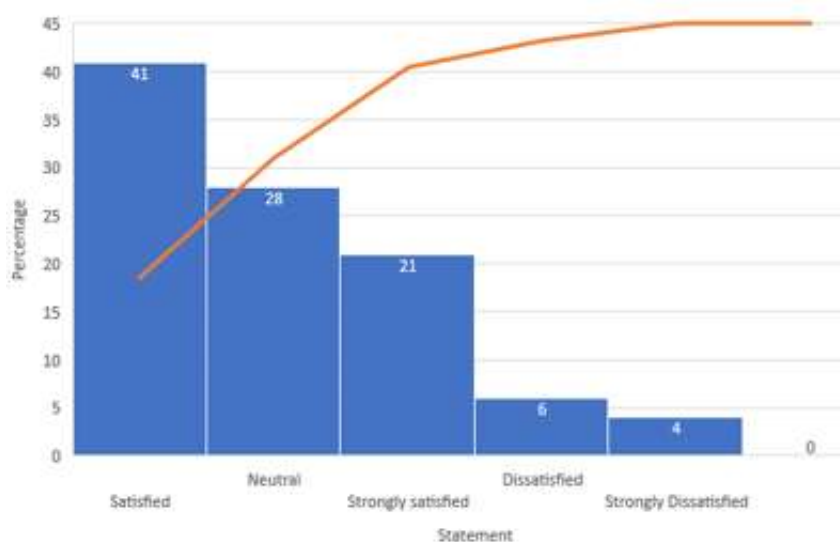
INTERPRETATION :

From the above graph the frequency express the purchase of hero motors by the customers by frequently is 13% and the Occasionally is 47% and the Rarely is 31% and the Never is 9%.

TABLE 4.8.1 Overall customer service experience at Hero motors

Statement	Customer Responses	Percentage
Very satisfied	18	21
Satisfied	35	41
Neutral	24	28
Dissatisfied	5	6
Very Dissatisfied	3	4
Total	85	100

GRAPH: 4.8.2 Overall customer service experience at Hero motors



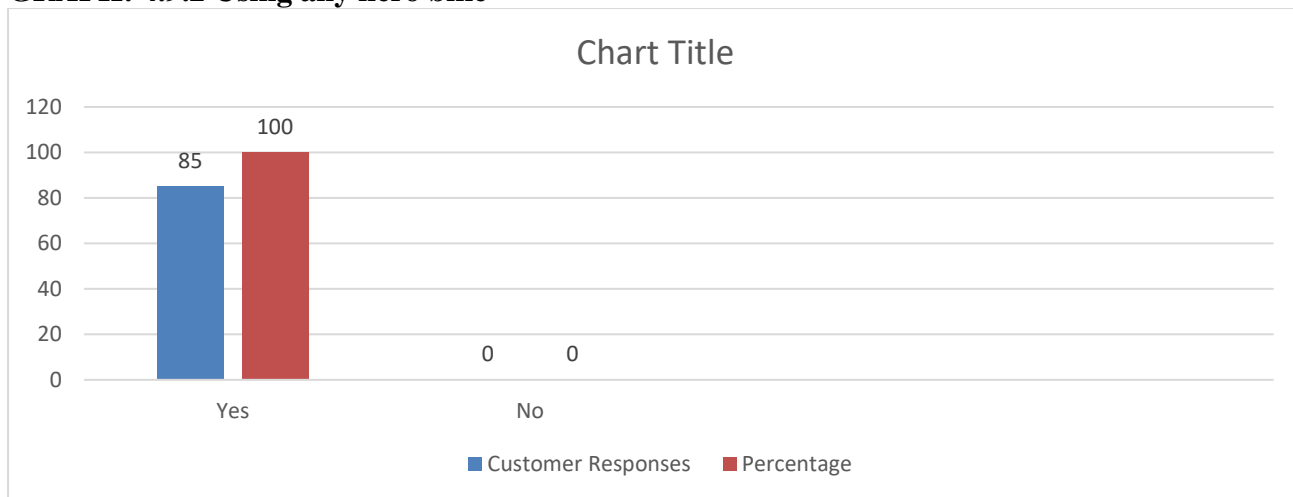
INTERPRETATION :

From the above graph the frequency express the Very satisfied is 20% and satisfied represents 41% and Neutral is 28% and Dissatisfied is 6% and Verydissatisfied represents 4%.

TABLE 4.9.1 Using any hero bike

Statement	Customer Responses	Percentage
Yes	85	100
No	00	00
Total	85	100

GRAPH: 4.9.2 Using any hero bike



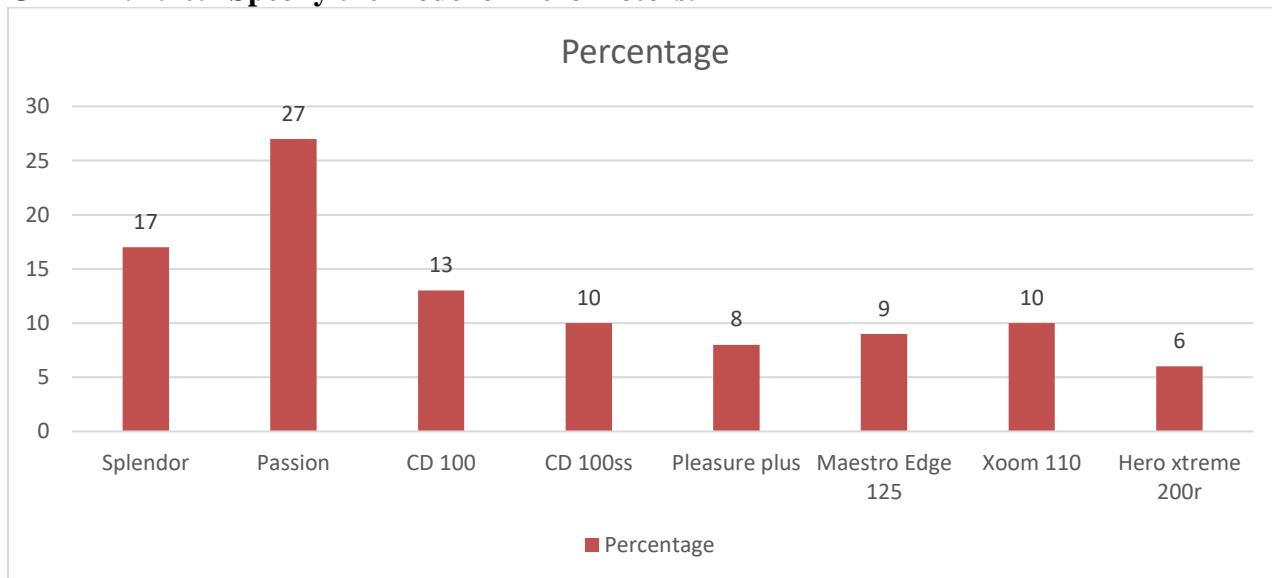
INTERPRETATION :

From the above graph 100% responses had the bike and 0% responses don't had the bike.

TABLE 4.10.1 Specify the model of Hero motors.

BRAND NAME	Customer Responses	Percentage
Splendor	15	17
Passion	21	27
CD 100	11	13
CD 100ss	09	10
Pleasure plus	07	8
Maestro Edge 125	08	9
Xoom 110	09	10
Hero xtreme 160r	05	6
Total	85	100

GRAPH: 4.10.2 Specify the model of Hero motors.



INTERPRETATION :

From the above graph the frequency express the model using by customer is Splendor is 17%, Passion is 27%, CD100 is 13%, CD 100ss is 10%, Pleasureplus is 8%, Maestro Edge 125 is 9%, Xoom 110 10% and Hero xtreme 160r is 6%.

Conclusion

In conclusion, implementing the suggested strategies can greatly benefit marketing efforts for Hero bikes. By targeting the 18 to 25 age group, tailoring messages to appeal to both male and female customers, and considering the needs of self-employed individuals and those in the private sector, the company can effectively expand its customer base. Highlighting educational advantages and aligning with the aspirations of graduates and postgraduate professionals further enhances brand appeal. Offering premium products for higher-income customers and budget-friendly options for those with lower incomes ensures inclusivity. Streamlining the purchasing process and addressing customer satisfaction issues improves overall customer experience. Focusing on factors influencing purchasing decisions, enhancing responsiveness and communication, and offering diverse customer incentives will boost customer engagement and loyalty. By implementing these strategies, Hero bikes can strengthen its market position and drive continued growth.

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