IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO AGRICULTURAL EQUIPMENT DEALERS IN PERUNDURAI TALUK, ERODE DISTRICT, TAMILNADU

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ABSTRACT:

Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth. One important aspect of the CRM approach is the systems of CRM that compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media. Through the CRM approach and the systems used to facilitate it, businesses learn more about their target audiences and how to best cater to their needs.

INTRODUCTION:

Customer relationship management (CRM) is the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving customer service relationships and assisting in customer retention and driving sales growth. CRM systems compile customer data across different channels, or points of contact between the customer and the company, which could include the company's website, telephone, live chat, direct mail, marketing materials and social media. CRM systems can also give customer-facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns.

Keywords: Customer Retention, Customer Satisfaction, Agricultural Equipments

OBJECTIVES OF THE STUDY:
1. To analyze the customer level of satisfaction.
2. To identify the area for customer retention.
3. To offer suitable suggestions for successful CRM.

RESEARCH METHODOLOGY

SAMPLING DESIGN

The study aims at analyzing the**Impact Of Customer Relationship Management On Customer Satisfaction With Special Reference To Agricultural Equipment Dealers in perundurai taluk**, a total of 120 samples were taken for the study. Convenient sampling method has been used to collect the data.

LIMITATIONS OF THE STUDY:
1. The sample size limited to 120 respondents only.
2. The study is confined to Dealers at perundurai taluk only.

DATA ANALYSIS AND INTERPRETATION:
TABLE 1

DEMOGRAPHIC VARIABLES OF THE RESPONDENTS:

Demographic Variables		Frequency	Percentage
Gender	Male	88	73
	Female	32	27
Age group	Upto 25yrs	27	22
	25 to 35 yrs	30	25
	35 to 45 yrs	38	32
	Above 45 yrs	25	21
Educational qualification	SSLC	41	34
	HSC	29	25
	Under graduate	22	18
	Post graduate	28	23
Marital status	Married	70	58
	unmarried	50	42
Number of family members	2 Members	35	29

	3 Members	22	19
	4 Members	29	24
	Above 4 Members	34	28
Income level **(Monthly)**	Below Rs. 10,000	40	33
	From Rs. 10,000 to Rs20,000	35	29
	From Rs.20,000 to Rs30,000	23	19
	Above Rs30,000	22	18

Source : primary data

CHI SQUARE ANALYSIS:

HYPOTHESIS:

There is no significant association between age groups of respondents and level of satisfaction

TABLE 2

Age of the respondents and level of satisfaction (Two way table)

Age group	level of satisfaction			Total
	Highly Satisfied	**Satisfied**	**Dissatisfied**	
Upto 25yrs	8	12	7	27
25 to 35 yrs	9	15	6	30
35 to 45 yrs	11	22	5	38
Above 45 yrs	8	9	8	25
Total	**36**	**58**	**26**	**120**

Source : primary data

The chi square statistic is 4.422.The p value is .62 .Hence the result is not significant at p<.05

HYPOTHESIS:

There is no significant association between Educational qualification of respondents and level of satisfaction.

TABLE 3

Educational qualification of the respondents and level of satisfaction (Two way table)

Educational qualification	level of satisfaction			Total
	Highly Satisfied	**Satisfied**	**Dissatisfied**	
SSLC	9	25	7	41
HSc	10	14	5	29
Under graduate	11	5	6	22
Post graduate	13	8	7	28
Total	**43**	**52**	**25**	**120**

Source : primary data

The chi square statistic is 12.13.The p value is .059 .Hence the result is not significant at p<.05

HYPOTHESIS:

There is no significant association between Monthly Income of respondents and level of satisfaction.

TABLE 4

Monthly Income of the respondents and level of satisfaction (Two way table)

Monthly Income	level of satisfaction			Total
	Highly Satisfied	**Satisfied**	**Dissatisfied**	
Below Rs. 10,000	11	23	6	40
From Rs. 10,000 to 20,000	10	20	5	35
From Rs.20,000 to 30,000	9	8	6	23
Above Rs30,000	8	10	4	22
Total	**38**	**61**	**21**	**120**

Source : primary data

The chi square statistic is 4.12.The p value is .660 .Hence the result is not significant at p<.05

Source : primary data

FINDINGS:

Majority (73%) of the respondents were male.

Majority (32%) of the respondents were coming under the age group of from 35 to 45 years age group.

Majority (58%) of the respondents were under married.

Majority (58%) of the respondents had SSLC qualification only.

Majority (41%) of the respondents had monthly income below Rs. 10000.

SUGGESTIONS:

The dealers should take certain steps to create satisfaction among above 45 years age group respondents and also give concession for low monthly income earners.

CONCLUTION:

All agricultural companies, including those concerned with agricultural machinery resale, must adopt Customer Relationship Management as a tool by which they get to know their customers. This will facilitate them to adequately meet the customers' expectations and thus ensure their loyalty. CRM must be approached as a mission or business technique, more than as just a concept or a tool, and the whole company must adopt it. When the dealer surmounts the barrier of acquiring the farmers' information, the greater hardship of applying CRM in the case of the resale of agricultural machinery and implements, will possibly be how to utilize the information they have gathered. Only if the company is able to systematize all its data will there be a richer relationship between the company and the customer; apart from this, all the employees of the company must closely follow the technique of relating to the customer, as this is fundamental for the CRM to be successful in retaining the customers and produce the desired improvement in the outcome. In this instance, the information gathered by the sales team will prove highly beneficial in understanding the type of machinery that the farmers possess or desire to purchase. Besides, maintaining after-sale connections with the customer facilitates the assessment of expectation versus service, with the intention of always retaining the customer.

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