



Research Paper

A Study of Customer Relationship Management Practices of Vishal Mega-Mart and Bazar India in Aizawl

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ABSTRACT

Customer relationship management is the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction. It focuses on relationship marketing which is developing long-term relationships and improving corporate performance through customer loyalty. CRM can result in a wide range of benefits for a business in creating valued customer, improved effectiveness, innovation, and service improvement. Potential goals for CRM are to increase customer retention and loyalty. The key objective is to increase customer value over time by increasing customer loyalty. The objective of CRM is to recognize and treat each and every customer as an individual. Customer Relationship Management enables organizations to provide excellent real-time customer service through the effective use of individual account information. Organizations, therefore, need to investigate customer needs, build relationships with both existing and potential customers, and will have to satisfy customers' need. The present study is targeted to find out the customer relationship practices in Vishal Mega mart and bazar India in Aizawl. In the process the researcher analyses the frequency of visits and the satisfaction level of the respondent customers. The main objectives of the study are: to study and compare CRM practices of Vishal Mega-Mart and Bazaar India in Aizawl ; and to analyze the perception of the employees about CRM practices in the selected marts.

KEY WORDS: CRM, Customer loyalty, Customer retention, Vishal, BazarIndia,

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I. INTRODUCTION

Customer Relationship Management is a practice that encompasses all marketing activities directed toward establishing, developing, and maintaining successful customer relationships. The focus of relationship marketing is on developing long-term relationships and improving corporate performance through customer loyalty and customer retention. Berkowitz (2006) defines Customer Relationship Management as “the organization’s attempt to develop a long-term, cost-effective link with the customer for the benefit of both the customer and the organization”. “CRM is an IT-enabled business strategy, the outcomes of which optimize profitability, revenue and customer satisfaction by organizing around customer segments fostering customer-satisfying behavior and implementing a customer-centric process” (Gartner group, 2008). Customer Relationship Management (CRM) as the name suggests the primary focal point is placed on the customer. The key objective is to increase customer value over time by increasing customer loyalty. If a company develops better customer relationships, it also improves business processes as well as its profits. In general, CRM is a more efficient automated method used to connect and improve all areas of the business to focus on creating strong customer relationships. CRM is a comprehensive strategy and process of acquiring, retaining and partnering with selective customers to create superior value for the organization and the customer (K Rama Mohana Rao, 2013). Kotler and Keller (2006) in the book, “Marketing Management” - Customer Relationship Management is a concept of identifying customer need; understanding and influencing customer behavior through ongoing communications strategies and an effort to acquire, retain and satisfy the customers. Customer Relationship Management is more than simply managing customers and monitoring their behavior or attitude. It has the potential to change customer’s relationship with a company. It also helps to know the customers well enough to decide whom to choose and whom to lose.

More recently, Customer Relationship Management has taken on a broader meaning. In this broader sense, customer relationship management is the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction. It deals with all aspects of acquiring, keeping, and growing customers. CRM is a collection of people, processes, software, and internet capabilities that help an enterprise manage customer relationship effectively and systematically. The goal of CRM is to understand and anticipate the needs of current and potential customer to increase customer retention and loyalty while optimizing the way products and services are sold.

The use of CRM can result in a wide range of benefits for a business such as; value enhancement, improved effectiveness, innovation, and service improvement. Potential goals for CRM are to increase customer retention and loyalty, achieve higher customer profitability, create value for the customer, customize products and services, have a lower process, and provide higher quality products and services (Kim, Suh, Hwang, 2003).

II. BUILDING CUSTOMERS RELATIONSHIP

The key to build lasting customer relationship is to create superior customer value and satisfaction. Satisfied customers are more likely to be a loyal customer and to give the company a larger share of their business.

Customer Value: Customer value is defined as the ratio between the customers' perceived benefits (economic, functional and psychological) and the resources (monetary, time, effort, psychological) used to obtain those benefits. Customer value is the satisfaction the customer experiences (or expects to experience) by taking a given action relative to the cost of that action. Customers often face a bewildering array of products and services from which to choose. A customer buys from the firm that offers the highest customer perceived value. Customer value can be examined at different levels. At a low level, customer value can be viewed as the attributes of a product that a customer perceives to receive value from. At a higher level, customer value can be viewed as the emotional payoff and achievement of a goal or desire. When customers derive value from a product, they derive value from the attributes of the product as well as from the attribute performance and the consequence of achieving desired goals from the use of the product (Woodruff, 1997).

Customer Satisfaction: Customer satisfaction is the perception of individuals of the performance of the product or service in relation to their expectations. Customer satisfaction depends on the products perceived performance relative to a buyer expectation. If the performance of the product falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted. Highly satisfied customers make repeat purchases and tell others about their good experiences with the product.

Creating customer loyalty and retention: Every business should focus on building customer loyalty and retention. These two important concepts can help to increase revenue over the course of many years. Loyalty will increase order totals while retention lowers marketing and acquisition costs. Good customer relationship management creates customer delight. In turn, delighted customers remain loyal and talk favorable to others about the company and its products. Thus the aim of customer relationship management is to create not just customer satisfaction, but customer delight.

III. SCOPE OF THE STUDY

The scope of the study is to identify Customer Relationship Management practice at Vishal Mega-Mart and Bazar India in Aizawl. The study is mainly limited to the study of two retail industry in Aizawl. It includes the study of how the employees of the retail industry response to their customer, the perception of the employees about CRM practices and to study customer satisfaction level.

IV. NEED FOR THE STUDY

Customer relationship management plays a major role in the growth of the organization in the modern market scenario. The purpose of customer relationship is not only for retaining the customers but also attracting new customers and increasing the sales and also creating and maintenance of brand awareness. Customer perceptions, attitudes and views regarding the products and services, along with suggestions assume greater importance in the light of new entries and potential competitors. This study is an attempt that directs to facilitate the management in marketing their future decisions in promoting and creating a good image in the society.

V. REVIEW OF LITERATURE

Blanchard and Galloway, 1990; Heskett et al., 1990; Zeithaml et al., (1990) - In their research work on 'Customer Relationship Management' found out that Service quality and customer satisfaction are key factors in the battle to obtain competitive advantage and customer retention, customer satisfaction is the outcome of customer perception of the value received in a transaction or relationship, where value equals perceived service quality. **R. Ashok Babu (1991)** in his article "e-CRM – A 'Must Need' tool for the services

sector edited by **V. Venkat Ramana and G. Somayajulu** says that the role of the customer is becoming increasingly important in the retail sector. Customer retention and customer communication programs play a key role in the profitability of all retail store. **Peppers and Rogers (1999)** from their research argued that other organizations view CRM as a tool, which has been particularly designed for one-to-one customer communications, which is the function of sales, call centers or the marketing departments. **Dr. G BhaskarRao, Chandra Shekar and Venkateshwar Chavan** in their article “customer relationship management – its dimensions in telecommunication sector” they conclude a successful CRM implementation will allow customer services, scale, and marketing people to have a holistic view of each and every one customer and have given the dimensions in telecommunication. **Goldenberg (2000)** from the research believes that CRM is not merely technology applications for marketing, sales, and services but rather when it is successfully implemented; it enables firms to have cross-functional, customer-driven, technology-integrated business process management strategy that maximizes relationships. **Vasilu (2002)** determined through his research that broadly customer relationship management strategies include marketing, operations, sales, customer service, human resources, finance and information technology and implementing CRM as strategic concept is a necessity as in recent times our economy is “Customer-centric” where the success of any company is based on customer relationship. **Brige (2006)** from his investigation stated that like zero defects in manufacturing organizations if the organizations succeed in reducing the customer complaints to zero, this itself will indicate that customer dissatisfaction is eliminated. However, the organizations gave to recognize that reduction in customer dissatisfaction not always be considered as same as achieving satisfaction. **Payne and Frow (2006)** examined CRM from the perspective of strategy formulation and implementation. They proposed a model that deals with both CRM strategy and implementation. They critically identified four components of successful CRM programme i.e. CRM readiness assessment; CRM change management; CRM project management; and employee engagement and examined these components with five key cross-functional CRM process which are strategy development, value creation, multi-channel integration, information management and performance assessment. **Barsky and Nash (2009)** found out from their research that in order to achieve customer satisfaction, it is important to recognize and anticipate customers’ needs to be able to satisfy them. Enterprises which are able to rapidly understand and satisfy customers’ needs make greater profits than those which fail to understand and satisfy them. Organizations must, therefore, develop and manage a healthy and good customer relationship with all the entities they have to deal with. **Cengiz (2010)** in his working paper reviewed and studied on “the importance of measuring customer satisfaction”. It has evolved through the study that customer satisfaction in this competitive market is must and measuring it is not especially a onetime process. It will eventually lead to consecutive processes to attain success. The satisfaction will play a vital role in customer expectations and can create a customized marketing mix. **Hasan et.al (2012)** in their study defined CRM as a customer-centric managerial strategy that aspires to establish a long-term relationship with profitable customers by employing all-inclusive customer knowledge. This definition highlighted the need and significance of identifying customers’ to recognize their ever-changing needs through appropriate management approaches. The key areas of this definition were a customer-centric strategy, long-term relationship, and customer knowledge. **HasanDarvish, Ali Reza Kafashzadeh, HadiAhmadnia (2012)** in their research work on “Studying The Customer Relationship Management: A Case Study at Persian Technology Firm” - defines that CRM is a customer-centered managerial strategy that aims to establish long-term relationships with profitable customers, by utilizing comprehensive customer knowledge. They concluded that organizational integration components, vision, and human interaction are important in the implementation of CRM, and there is no relation between other remaining factors and implementation of CRM. **Kolis & Jirinova (2013)** described in their research “a link between CRM and company’s financial performance”. Four key dimensions of customer relationship management – customer satisfaction, loyalty, value, and equity were taken into consideration to undergo this research. Each dimension is tested for correlation with financial performance indicators which described how effectively the company transforms sales into profit, was chosen as the main financial performance indicator. **Bose (2002)** determined through his research that CRM was invented because the customers differ in their preferences and purchasing habits. If all customers were alike, there will be little need for CRM. As a result, understanding customer drivers and customer profitability, firms can better tailor their offerings to maximize the overall value of their customer portfolio.

VI. OBJECTIVES OF THE STUDY

- i. To study and compare CRM practices of Vishal Mega-Mart and Bazaar India in Aizawl
- ii. To analyze the perception of the employees about CRM practices

VII. RESEARCH METHODOLOGY

The study is “Exploratory” in nature. Literatures had been surveyed though **primary** and **secondary** data. Analysis of insight stimulating cases had been done. The **primary data** is collected from selected

respondents through well-structured and standardized questionnaire and interview. The questionnaire is intended for the manager as well as for customer who has purchased goods from Vishal Mega-Mart and Bazaar India in Aizawl. The questionnaire consists of multiple choice questions and separate questionnaire have been formulated for both the managers and customers. Personal interviews were conducted with the managers of Vishal Mega Mart and Bazaar India. The **secondary data** is collected from various published and unpublished sources like journals, books, internet and research articles. The **sample size** of the study is 122 respondents; 120 customers and 2 managers.

VIII. ABOUT VISHAL MEGA-MART

Vishal Mega-Mart is one of the fastest growing retailing groups in India. Its outlets cater to almost all price ranges. The showrooms have over 1000 products range which fulfills most of the household needs. It is covering about 1282000 sq. ft. in 20 states across India. Each store gives international quality goods and prices. The cost benefits that derived from the large central purchase of goods and services are passed on to the customer.

Vishal started as a humble one store enterprise in 1986 in Kolkata (erstwhile, Calcutta) is today a conglomerate encompassing 172 showrooms in 129 cities in 20 states. India's first hypermarket has also been opened for the Indian consumer by Vishal. Situated in the national capital Delhi this store boasts of the single largest collection of goods and commodities. The group's prime focus is on retail. The Vishal stores offer affordable family fashion at prices to suit every pocket. It has a strong presence in retailing of readymade garments (apparels), non-apparels and a large variety of Fast Moving Consumer Goods (FMCG) products. Vishal is sharply focused on the needs of consumers in Apparel, General Merchandise, Grocery and Personal Care and is dedicated to offering the best value and choice to its millions of customers.

8.1 Vishal Mega-Mart in Mizoram

Vishal Mega-Mart started their business in Aizawl since 28th March 2017. It is located at Bawngkawn, Aizawl, Mizoram. Vishal is selling a wide variety of products for people at affordable prices which are suitable for the Mizo people as Mizo people are fond of products with lower prices. Vishal in Mizoram has a number of customers since it is the first Mega Mart to set up in Mizoram. Vishal is having more than 50 employees and more than 1000 of customers visit Vishal every day. Since it is the first Mart to open in Mizoram people of Mizoram truly valued it. The location of the Mart is easily reachable from anywhere for Mizo's living in Aizawl area. They maintained a good relationship with their customers.

IX. BAZAR INDIA

Bazaar India is one amongst the leading retail brands in India and also India's fastest growing fashion and lifestyle Company. Bazar India offers a wide range and variety of apparels and general merchandising at an affordable price, just footsteps away from the customers. Bazar India operates as "ONE STOP SHOP", caters to the complete fashion needs of the entire family at most affordable prices.

Bazar India ever since the date of its incorporation in 2014 has managed to launch 44 stores with an area spread across 4.85 Sq. Ft. in 42 cities. Bazar India, one of the top clothing brands in India, is India's fastest growing premium lifestyle company. With innovative designs, concepts, and products, the company brings the latest trends in fashion and clothing styles to the apparel market. Bazar India offers multiple accessories and clothing brands across a spectrum of categories for men, women, and kids. The company provides an incredible and complete one-stop shopping experience to its buyers through its vast collection, multiple varieties, and latest fashion.

9.1 Bazar India in Mizoram

Bazar India started their business in Mizoram since 2017. It is located in Chaltlang-Bawngkawn Road Aizawl. The location of the Mart is easily reachable from anywhere in Aizawl with suitable parking facilities for the customers. The building is three storey's high. The Mart opens from 9:00a.m till 9:00p.m at night every day excluding Sunday. Bazar India offered a wide variety of products such as clothing, household etc. at affordable prices. They maintained good relationships with their customers by offering discounts and providing after sales services to their customers.

X. DATA ANALYSIS AND INTERPRETATION

10.1: RESPONSES FROM THE MANAGERS: The survey was conducted through structured interview and questionnaire from both the store managers of Vishal Mega-Mart and Bazar India; they represent the selected Mart. Both the managers are male. The selected Mart i.e. Vishal and Bazar India store managers were interviewed if they have collected customer data or not. They give the answer "Yes" which means they collected information from their customers. They were further asked what type of information they collect from the

customers and they only collect phone number of the customers. They used the phone number of the customers to build a good relationship with them by sending a message to their customers after they have made a purchase. Not only they sent a message after making a purchase but also contacted them to make them aware of the discount or offers available in the Marts.

The store managers were interviewed on how they collect customer data. They said that both Vishal and Bazar India are using the same method in collecting customer data. The method adopted in collecting customer data is through bill records. The bill records are collected by them in order to build good relations with their customers so that they can create new customers and retain them in the future.

Methods adopted by the selected Marts to build good relations with their customers: From the information collected from the managers we can know that the method or ways used by Vishal and Bazar India to build good relations with their customers is different. Vishal used the heavy discount to build good relations with their customers whereas Bazar India used the festive offer in order to build their relationships with the customers since customers play an important role in the success of the business.

Attending the customers: In Vishal the employee's are the one who attends the customer when they went for shopping. As also in Bazar India the employees attended their customers and help them in their needs. Thus, in both of the Mart the employee's play a crucial role in maintaining good relations with customers since they are the one that usually attends the customers.

Products usually purchase by the customers: The store manager of Vishal says that customers usually buy clothing and household items when they shopped at Vishal. The store manager of Bazar India says that clothing is the main item that the customers usually buy when they shopped at Bazar India.

Payment mode offered by the selected mart: Vishal and Bazar India have offered their customers a good payment mode which is by cash and online payment. The customers can make a purchase by using cash, debit card, and even credit card when they made a purchase since the selected Mart accepts all modes of payments from their customers in order to build good relations with their customers.

Special schemes offered to customers: The selected Mart Vishal and Bazar India have offered various kinds of special schemes to their customers. Vishal has offered their customers heavy discounts, gift, free product with special purchase, and buy one get one etc. Bazar India also offered their customers buy one get one, free product with special purchase, gift, and heavy discounts. All these special schemes were generated so that strong relations can be built with their customers and create new customers and even retaining the existing customers.

Special offer to regular customers: From the collected questionnaire, the store manager of Vishal says that they give a special offer to their regular customers to retain them in the coming future. The special offer given by them is a loyalty offer. By giving them a loyalty offer it helps their customers in retaining them. As compare to Bazar India, they also give a special offer to their regular customers. They give offer other than buy one get one free and heavy discounts. Their regular customers are identified by the selected mart and give them special offer so that they will not lose them.

Message sent to customers after they made purchased: From the information collected through questionnaire and interview, the selected Mart Vishal and Bazar India say that they sent their customers a message after they made a purchase from their Mart. Vishal and Bazaar India have sent their customers messages after they made a purchase so that a long lasting relationship can be maintained in order to grow their business.

Frequency of customer's complaints: There is a difference in the frequency of customer's complaints regarding the products and services of Vishal. There are a very few customers who complaints on their products and services. As compare to Bazar India, the store manager says that customers rarely complain about their products or services provided to them. Thus we can conclude that the selected Mart have provided their customers good product and service which can be seen from fewer numbers of complaints they received.

How Vishal/Bazar India get Customers comments and complaints: Vishal and Bazar India get their customers comments and complaints through face to face interaction instead of using toll-free number and online media. Through face to face interactions, customers can comments and complaint about their product or services which do not meet their expectation.

Customization of product or services according to customer: The responses of Managers of Vishal and Bazar India are different regarding customization of products or services according to customers. The manager

of Vishal says that they don't customize their products or services according to their customers while the manager of Bazar India says that they customize their products or services based on their customers. This shows that in customization of products Bazar India puts more importance of their customers than Vishal.

Methods of analyzing customer satisfaction: The method for analyzing customer satisfaction is different in Vishal and Bazar India. Vishal analyzed customer satisfaction through the feedback they get from their customers. Whereas in Bazar India, customers satisfaction is analyzed through the number of repeats purchased made by the customers. Thus, we can conclude that satisfied customers give a good feedback to the Mart and repeat purchased is made by customers when they are satisfied with the Mart.

The data collected from store manager of Vishal and Bazar India says that because of practicing CRM their average sales per customer has improved which give them a greater profit for the business. Practicing of Customer Relationship Management helps the selected Mart to retain their existing customers which leads to increase in average sales. Thus, practicing CRM by the Mart is a great task since there is a great improvement in their average sales.

Types of after sales service provided to customers: Both the selected Marts provides after sale service to their customers. The after sale service provided by Vishal is that they allow their customers to return the goods they purchased, they also allow the exchange of the products and even the replacement of the product they have purchased recently. As compare to Bazar India, unlike Vishal the Store Manager says that they provide only exchange to their customers for after-sales service.

10.2: RESPONSES FROM THE CUSTOMERS

Customers' response survey was conducted through questionnaire from customers of Vishal and Bazar India. Total 120 respondents, 60 customers each from Vishal and Bazar India were collected for the study. Among the customers 45 (37.5%) were male respondents and 75 (62.5%) were female respondents. 81(67.5%) respondents are between the age of 21-30, 30 (25%) respondents are between age group 31-40. The remaining 9 (7.5%) respondents are the age of 41 and above. Among the respondents 35 percent are students, 20 percent are Govt. employees, 27.5 percent accounts to professional and the remaining 17.5 percent opt for any other option.

Table 1: Frequency of customers visit Vishal and Bazar India

Particulars	Vishal		Bazar India		Total	
	No.of respondent (A)	Percent	No.of respondent (B)	Percent	No.of respondent (A+B)	Percent
Everyday	0	0	0	0	0	0
Once in a week	6	10	3	5	9	7.5
Once in a month	3	5	15	25	18	15
As per my requirement	51	85	42	70	93	77.5
Total	60	100	60	100	120	100

Source: Field survey

Table 1 given above shows that out of 60 respondents from Vishal 10 percent of the respondents visit Vishal every once in a week and another group of 85 percent of the respondents visit Vishal as per their requirement and the remaining 5 percent visit only once in a month. None of the respondent visit Vishal every day. Whereas in Bazar India, out of 60 respondents, 25 percent of the respondents visit Bazar India only once in a week and 70 percent respondents visit as per their requirement. Only 5 percent accounts for visiting Bazar India once in a week. None of the respondents visit the Mart every day. Out of the total 120 respondents from Vishal and Bazar India, it more than 77 percent of the total respondents Visit the Marts as per their requirement.

10.2.1 With whom Customers visit Vishal and bazar India: At Vishal 55 percent of the respondents visit the Marts with their friends and 35 percent respondents visits Vishal with their family. The respondents who would like to shop alone and also with couples accounts for both 5 percent. In Bazar India, most of the respondents shop with friends accounts for 55 percent and 40 percent shop with their family. 5 percent Visit the Marts with couple and none of them visit the Marts alone. It can be concluded that majority of the respondents shop at Vishal/Bazar India with their friends.

10.2.2 Products usually bought by the customers: It can be seen from the Table-2 that the customers bought different kind of goods from Vishal and Bazar India, wherein almost half of the respondents usually buy clothes when they shopped, which accounts for 47.5 percent. Another group of 27.5 percent buys household goods and

15 percent of the customers buy groceries from the Mart. 10 percent of the customers buy goods other than clothing, groceries, and household. It shows that most of the customers like to buy clothes from the Mart.

Table 2: Products Customers usually bought at Vishal/ Bazar India

Particulars	Vishal		Bazar India		Total	
	No. of respondent(A)	Percent	No. of respondent (B)	Percent	No. of respondent(A+B)	Percent
Clothing	18	30	39	65	57	47.5
Groceries	15	25	3	5	18	15
Household	18	30	15	25	33	27.5
Others	9	15	3	5	12	10
Total	60	100	60	100	120	100

Source: Field Survey

10.2.3 Availability of products in Vishal/Bazar India: Out of 60 customers from Vishal 54 customers agree that the availability of the product in Vishal is normal. As compare to Bazar India, from 60 customers, only 36 customers agree that the availability of the products is normal. The overall results shows that out of 120 respondents 75 percent of the total respondents find that the product availability is normal. 10 percent respondents find the product is very few and limited. The remaining 15 percent has no opinion over the availability of products.

10.2.4 Satisfaction with services provided by Vishal/Bazar India : In Vishal, half (50%) of the customers are satisfied with the services provided by Vishal and 30 percent of the customers satisfied with their services occasionally. There are 3 customers who are not satisfied with the services provided to their customer and 5 percent of the customers have no opinion about their satisfaction regarding the service provided. Whereas, in Bazar India, less than half (40%) of the customers are satisfied with the services provided by Bazar India, and the customers which are sometimes satisfied with their services are more than half of the customers which accounts to 55 percent. However, 5 percent of the customers are not satisfied with their service provided. We can see that Vishal and Bazar India provide good services to their customer.

10.2.5 Frequency of services exceed customer expectation: 15% of the customers say that Vishal/Bazar India always exceeds their expectation every time they shop at the Mart. The highest frequency is 47.5 percent which means that out of all 120 customers 57 of the customers says that the services provided to them exceed their expectation occasionally. 22.5% customers' response that the services provided by Vishal and Bazar India never exceed their expectations. The remaining 15 percent of the customers have no opinion regarding their services.

10.2.6 Helpfulness of employees in Vishal and Bazar India: 77.5 percent of the total customers from Vishal and Bazar India are satisfied with the response they get from Vishal/Bazar India by saying that it is helping. Only 12.5 percent of the total customers are not satisfied with the response from the employees and feel that they are rude and 10 percent have no opinion over their responses.

10.2.7 Level of Customer satisfaction regarding the response given by Vishal and Bazar India: Table-3 given below shows the level/degree of customer satisfaction among the respondents. The level of satisfaction has be categorized as Highly satisfied (highest rating), Satisfied (Higher rating), Moderate, Not satisfied and Highly not satisfied. The result of the study may response that most of the customers have a level of satisfaction from moderate to higher level of satisfaction. Overall 40% of the respondents were satisfied to the marts while shopping. 52.5% are moderately satisfied while shopping to these two marts.

Table 3: Customer satisfaction level regarding the response given by Vishal and Bazar India

Particulars	Vishal		Bazar India		Total	
	No. of respondent (A)	Percent	No. of respondent (B)	Percent	No. of respondent (A+B)	Percent
Highly satisfied	0	0	3	5	3	2.5
Satisfied	24	40	24	40	48	40
Moderate	30	50	33	55	63	52.5
Not satisfied	6	10	0	0	6	5
Highly Not satisfied	0	0	0	0	0	0
Total	60	100	60	100	120	100

Source: Field Survey

10.2.8 What customers like most about Vishal and Bazar India: Out of 120 respondents 32.5% (35% in Vishal and 30% in Bazar India) like about the price of the products offer by these marts. 55% respondents like the offer/discount given by Vishal/Bazar India. Only 12.5% respondents like the after sale service given by the marts. It can be concluded that half of all the respondents that is 55 percent like the offer/discount provided by the marts other than the price of the product and after sale service.

10.2.9 Opinion of the customer regarding practices of right pricing, right quality, and right quantity: More than half of the respondents (52.5%) think that the selected Marts have followed the ethical marketing practices regarding right pricing, right quality and right quantity. only 5 percent have the opinion that they are not following the ethical marketing practice. 37.5 percent of the respondents think that the following of right pricing, right quality, and right quantity is moderate. The remaining 5 percent have no opinion regarding the ethical marketing practices. With this results, it can be concluded that the selected Marts have followed the ethical marketing practices since more than half of the respondents have given positive results.

10.2.10 Response on Billing process at Vishal and Bazar India: 50 percent of the respondents from Vishal says that the billing process in Vishal is good and 45 percent says that it is average. 5 percent of the respondent have an opinion that the billing process is not good at all. While in Bazar India, more than half of the respondents are satisfied with the billing process in Bazar India which accounts for 65 percent. 25 percent of the respondents also say that the billing process is average. 10 percent of the respondents have no opinion regarding the billing process and none of the respondents says that the billing process is very bad. 57.5 percent of the total respondents have said that the billing process is good which shows that half of the respondents are satisfied with the billing process in the selected Marts.

10.2.11 Mode of payment used by the customer: The respondents from Vishal and Bazar India are using both cash and debit card when they make a purchased. The respondents using cash accounts for 87.5 percent and the respondents using debit card accounts to 12.5 percent. None of the respondents are using a Credit card or another mode of payment when they made a purchased from the selected Marts. Since the respondents using cash for making payment is more in number, most of the customers like to pay by cash other than different types of online payments.

10.2.12 Feedback/message from Vishal/Bazar India after customers made a purchased: Out of 60 respondents from Vishal 39 respondents say that they receive a message after they made a purchased and the respondents who sometimes receive message accounts to only 5 percent. 30 percent of the respondents say that they never receive a message from Vishal after they made a purchased. Whereas in Bazar India out of 60 respondents there are only 5 percent respondents who say that they received a message from Bazar India and 20 percent of them says that they sometimes received a message after they made a purchased. More than half of the respondents from Bazar India say that they never received a message after they made a purchased. It can be concluded that more than half of the total respondents never received a message from Vishal/Bazar India after they made a purchase.

10.2.13 Amount spent by customers for shopping at Vishal/Bazar India: Among the respondents while they shop at Vishal and Bazar India, 37.5 percent spent below Rs.1000 and the customers who spent between Rs. 1000-2000 accounts for 32.5 percent of the total respondents. 22.5 percent spend between Rs. 2000-3000 and the remaining 7.5 percent of the respondent spent above Rs. 3000. Thus, it can be interpreted that selected customers usually spent between Rs. 1000-3000 when they shopped at Vishal and Bazar India.

10.2.14 First preference of customers on price, customer care, and discount/offer of Vishal/Bazar India: Out of the total respondents, 32.5 percent says that the price of the product comes first when they think about Vishal/Bazar India and half of the respondents that is 50 percent of them says that it is the discount/offer that comes first in their mind. Only 15 percent opt for customer care and 2.5 percent says that any other besides price, customer care, and discount/offer comes first when they think about Vishal/Bazar India.

10.2.15 Opinion on Relationships with customers are given great value: All the respondents agree that relationships with customers are given great value in Vishal and Bazar India. 47.5 percent opt for agreeing and another group of 47.5 percent opts Moderate option. 5 percent of the total respondents are strongly agreed with the statement. It shows that Vishal and Bazar India have given great value in building relationships with their customers which can be seen from the positive response of the customers.

10.2.16 Overall Customers Satisfaction level after shopping at Vishal and Bazar India: From Table-4, it can be seen that all the respondents from Vishal and Bazar India have given a good rating regarding their overall

satisfaction level. 2.5 percent have given 5 ratings to their satisfaction level. The customers who have given 4 rating accounts to more than half of the respondents which is 55 percent and the remaining 42.5 percent rates to 3. It can be concluded that all the respondents are satisfied with their shopping experience given by Vishal and Bazar India which can be seen from the ratings they have given and none of them have given a rating below 2.

Table 4: Customers overall satisfaction level after shopping at Vishal/Bazar India

Particulars	Rating	Vishal		Bazar India		Total	
		No. of respondent (A)	Percent	No. of respondent (B)	Percent	No. of respondent (A+B)	Percent
Highly Satisfied	5	0	0	3	5	3	2.5
Satisfied	4	36	60	30	50	66	55
Moderate	3	24	40	27	45	51	42.5
Not Satisfied	2	0	0	0	0	0	0
Highly Not Satisfied	1	0	0	0	0	0	0
Total		60	100	60	100	120	100

Source: Field Survey

XI. CONCLUSION

Customer Relationship Management (CRM) is a process that integrates management of customer groups, management heads of an organization and managing a business in an effective way. CRM act as a tool to facilitate the business and thereby improving customer relationship with the organizations. The utmost thing that CRM provides is customer satisfaction. An effective CRM will lead to customer satisfaction and if the customer is satisfied it drives towards positive word of mouth and loyalty. Customer relationship management has a certain impact on the profitability of the company. The organization is using various CRM practices like customization of the product and services, providing good quality product, providing heavy discounts and festive offer to their customers, offering loyal offer to regular customers, etc. This helps in leveraging the business as well as generating more revenues and profits. Average sale per customer has also increased because of practicing CRM in Vishal Mega-Mart and Bazar India in Aizawl.

Finally, after conducting this research and validating it through various data, it can be stated that CRM practice is needed in a business units or organization in order to optimize profitability, providing satisfaction to customers, building good relationships with customers and to retain them in the future.

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