

## A STUDY ON CONSUMER RELATIONSHIP MANAGEMENT IN HERO MOTORS

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### Abstract:

*In a highly competitive market, companies need to maintain positive relationship with their consumer.. This study shows that customer relationship management has significant effect on the customer happiness and both variables have positive relation. Company makes its CRM as strong and reliable the punter will be more satisfied and retain with the firm. The education concluded that CRM is playing a major role in accumulative the flea market share, it enhances production, superior wage earner spirits in the mean while it expands the in depth purchaser data and also higher customer contentment to improved customer allegiance company will also have the clear facts that what are their consumers, what are their needs, and what will kind them more pleased.*

### Introduction:

Customer relationship management is used to define the process of creation and maintain affiliation with commercial consumers. CRM is a unsympathetic process of classifying, attracting, tell apart and retaining customers. CRM integrate firm's all-inclusive supply chain to create buyer value at every single step, either over and done with increased benefits or lowered costs. It results in higher profits through increased business from a firm's shopper base. CRM is the seamless coordination between sales, habitu  service, marketing, field's support and other customer touching functions. Due to CRM companies knows their customers, understand their unique needs and tailor their service or product offering to their needs in a sustainable competitive manner that can yield significant incremental shareable value. .

### Objective:

- To make simpler marketing and sales manner
- To make sound midpoints more efficient
- To make available better purchaser examination
- To determine new consumers and intensification user revenue

### Need for the study:

Organizations have HERO MOTOCRIP (Formally HERO MOTOCRIP PVT LTD)be aggressive surroundings with relationship control of Consumer and that they may be exciting

HERO MOTOCRIP (Formally HERO MOTOCRIP PVT LTD) the buyer with some operative sale promotions. But a few corporations got to evaluate the aim , utility, usefulness of Consumer satisfaction. They're fails to evaluate this Consumer Relationship Management. So these research has been take on to assess the client Relationship Management within the organization.

**Hypothesis:**

H0 = Null Hypothesis

H1= Alternate Hypothesis Hypothesis

H01: There is no noteworthy relationship flanked by CRM, Sales Promotion and Customer Loyalty.

Hypothesis H11: There is significant relationship between CRM, Sales Promotion and Customer Loyalty.

Hypothesis H02: CRM have no waves on the rapport of Sales Preferment and Purchaser Loyalty.

Hypothesis H12: CRM have control on the relationship of Sales Promotions and Customer Allegiance.

**Methodology:**

This study explores the linkage between CRM technology adoption and B2B relationships. CRM technology taking on considered as a possible antecedent to relationship strength and relationship performance. Ten marketing and sales managers, and their respective customers, from a variety of New Zealand companies were interviewed. Their perspectives on the relationship in the middle of CRM technology and affiliations were recorded and analyzed. In addition, their views of what are elements of strong relationships and relationship performance were explored.. Customers have beliefs of CRM tools and are generally more hopeful that CRM will provide benefits to the client in terms of customer happiness and service. Respondents were in agreement that the important elements of relations include trust, commitment and communications. Relationship performance is generally measured using customer satisfaction, loyalty and/or customer retention. Future investigation will focus on emerging a CRM technology taking on implement and empirically tough the conceptual model with greater samples.

**Data analysis:**

The CRM practice of Brave man Honda is analyzed using reference to response of the respondents.

The analysis of data is presented as under:

**Table 1 - Age of respondents**

Age	No. of Responses	Percentage
Above 18 and up to 25 Years	7	11.7
Above 25 up to 30	27	45.0
Above 30 up to 50	23	38.3
Above 50	3	5.0
<b>Total</b>	<b>60</b>	<b>100.0</b>

**Observation:**

Most of the respondents fall in the category between 25 to 30 years, followed by the category between 30 to 50 years. It can be observed that most of the respondents, i.e. more than eighty percent of them belonged to the age group between 25 to 50 years

**Table - 2 Monthly Income of respondents:**

Monthly Income	Number of Responses	Percentage (%)
Up to Rs.5000/-	2	4.5
Above Rs.5000 up to Rs. 10,000	21	47.7
Above Rs. 10,000 up to Rs. 15,000	6	13.6
Above Rs. 15,000 up to Rs.20,000	4	9.1
Above Rs.20,000	11	25.0
<b>Total Responses</b>	<b>44</b>	<b>100.0</b>

**Observation:**

Most of the respondents (47%) fall under the income category of Rs.5000/- and Rs. 10,000/- per month, followed by the income category of above Rs.20000/- per month (accounting for 25%), followed by 23% of those falling between the income categories of Rs. 10000/- and Rs.20000/-per month. It can be observed that more than fifty percent of the respondents belonged to the income category between Rs. 5000 to Rs. 15, 000.

**Table 3 - Motor Cycle Models**

Motor Cycle Model	No. of Responses	Percentage (%)
Ambition	2	3.3
Passion	8	13.3
Passion Plus	8	13.3
Splendor	28	46.7
Splendor plus	2	3.3
CD 100	8	13.3
Dawn	2	3.3
CBZ	2	3.3
Total Responses	60	100.0

**Observation:**

Splendor is obviously the leading model with-a 48% share of respondents, followed by Passion, Passion Plus and CDIOG with 14%, 13% and 13% respectively. In this context: is notable that as per Hero Honda's sales figures, Splendor is the largest selling motor cycle in the world (discussed in the introduction to the company).

**Findings:**

1. Most of the respondents were aware by the friends and relatives (48%). Advertisements (28%) also helped in providing information to the respondents.
2. 82% of the respondents were aware of HERO brand.
3. In advertisement media newspapers (56%) were much affective and motor (38%) was also a major advertising media.
4. Many factors like family members advertising were responsible for influencing the Consumers to buy HERO.
5. 6% of the Consumers were very much satisfied with HEROS. Whereas 58% was satisfied with HERO.
6. 39% of the respondents were satisfied with the service of the HERO.
7. After sales service at door step 38% was one of the factors which help the purchaser to buy a HERO. Prompt service 52% also help to attract the purchaser.

8. 54% of the respondents considered the price of the HERO. As higher where as only 8% considered as economical and 38% of the accused said it as reasonable.

### **Suggestions:**

1. most important media for consumer durables is MOTORS. So, they should The go for television advertisements rather going for newspaper, the television advertisements influences more on the people. They should spend some expenditure for T.V. advertisements.

2. Being the value of the HERO is high they should try to reduce prices because there are a lot of other TV's which can be purchased at lower cost, and then these people are selling. If not, the sales may decrease.

More features should be added to the television conferring to the needs of the Consumer, because their competitors are coming with new models. According to the competitors changing models also these people should change the models also these people should change the models or change the technology.

3. Company should give some incentives to the dealers for promoting the products of HERO. They should not neglect dealers. They should select good dealers, b which they can give Consumer satisfaction.

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