Dr. Shavita Deshwal
Assistant Professor, MSI

Impact of gender and types of stores on CRM

Shavita Deshwal

Abstract
The relationship between the retailer and customer is very close in comparison to other chains of distribution. Success of any organization depends upon the quantity and quality of customers. Customer relationship management is a promising tool that empowers marketers to maintain their presence in the vivacious marketing environment. The research paper attempts to evaluate the perception of gender and to find out the influence of organized stores and unorganized stores on customer relationship management. In this study we concluded that gender have no significant role for different dimensions of customer relationship management. Both organized stores and unorganized stores provide considerable weightage to customer relationship management.

Keywords: Customer relationship management, organized stores, unorganized stores.

Introduction
Customer relationship management (CRM) has appealed the attention of practitioners and scholars. More and more companies are adopting customer-centric strategies, programs, tools, and technology for efficient and effective customer relationship management. They are realizing the need for in-depth and integrated customer knowledge in order to build close cooperative and partnering relationships with their customers. The emergence of new channels and technologies is significantly altering how companies interface with their customers, a development bringing about a greater degree of integration between marketing, sales, and customer service functions in organizations.

Review of Literature
A narrow perspective of customer relationship management is database marketing emphasizing the promotional aspects of marketing linked to database efforts (Bickert, 1992). Another viewpoint is to consider CRM only as seeking customer retention by using a variety of after marketing tactics that lead to customer bonding or staying in touch with the customer after a sale is made (Vavra, 1992). A more popular approach with the recent application of information technology is to focus on individual or one-to-one relationships with customers that integrate database knowledge with a long term customer retention and growth strategy (Peppers & Rogers, 1993). Shani and Chalasani (1992) have defined relationship marketing as "an integrated effort to identify, maintain, and build up a network with individual consumers and to continuously strengthen the network for the mutual benefit of both sides, through interactive, individualized and value added contacts over a long period of time".

Research Methodology
In accordance to the requirement of the study, purposive sampling was taken for the present study.

Sample and Statistical Techniques
The sample of the study includes 200 male and female customers of organized and unorganized retail stores from Ghaziabad region. Statistical technique such as mean and standard deviation was used.

Correspondence
Dr. Shavita Deshwal
Assistant Professor, MSI

Results

Table 1: Mean and Standard Deviation according to different dimension of customer relationship management and gender.

Dimensions of Customer Relationship Management	Gender			
	Male(N=100)		Female(N=100)	
	Mean	SD	Mean	SD
Quality of service and products	2.38	.95	2.52	.81
Relationship development	2.33	.76	2.21	.65
Interaction management and behavior of employees	2.11	.92	2.01	.83

Table 2: Mean and Standard Deviation according to different dimension of customer relationship management and types of retail store.

Dimensions of Customer Relationship Management	Type of Retail Store			
	Organized Stores(N=100)		Unorganized Stores (N=100)	
	Mean	SD	Mean	SD
Quality of service and products	2.72	.65	2.12	.69
Relationship development	2.65	.83	2.24	.79
Interaction management and behavior of employees	2.45	.55	2.02	.59

The result of Table 1 shows that the mean score for the quality of product is highest for male and female both. The results also indicate that the parameters do not show very high variation. This implies that none of the parameter plays highly significant role in measuring the customer relationship management. From table 2 the result of the organized and unorganized stores reveals that it is not the type of store which influences the customer relationship management but the approach observed by the store owners to keep their customers loyal and serving them by the various dimensions of customer relationship management.

Conclusion

Based on the above results we can conclude that gender does not make any difference for the relationship management in stores. Both male and female have the same perception for different dimensions such as quality of service and product, relationship development and interaction management and behavior of employees. Both organized and unorganized stores provide considerable weightage to customer relationship management as it is the only weapon which empowers the retailers to keep the customers dependable forever.

References

1. Buttle Francis A. The CRM Value Chain, Marketing Business, (February), 2001, 52-55.
2. Cash JP. Handbook of relationship management. Journal of Management Information Systems. 1999; 10:57-64.
3. Denove C, Power JD. IV. Satisfaction: how every great company listens to the voice of the customer. 1st ed., Penguin Books, Ltd., 2006.
4. Greenberg Paul. CRM at the Speed of Light. Berkeley, CA: Osborne/McGraw-Hill, 2001.
5. Vargo Stephen L, Robert Lusch R. Evolving to a New Dominant Logic for Marketing, Journal of Marketing, 2004, 681-17.
6. Vilares MJ, Coelho PS. The employee-customer satisfaction chin in the ECSI model. European Journal of Marketing. 2003; 37(11/12):1703-1722.
7. Westbrook RA. Sources of consumer Satisfaction with retail outlets, Journal of Retailing. 1981; 57(fall):68-85.
8. Zairi M. Managing customer satisfaction: a best practice perspective, The TQM Magazine 2000; 12(6):389-394.