Relationship Marketing: Spoke of a Wheel Reference to Industrial Customer’s Expectations and Contentment Towards Identification Products

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“The future of business is social
-- Barry Libert, Author of Social Nation, CEO Mzinga

Introduction
Organizations, big or small, tries for customer’s satisfaction, delight and loyalty. The term relationship marketing was popularised in the 1980s when the focus of marketers started to switch from customer acquisition to customer retention. The tool kit for the marketers on which they can compete and survive are 4 pillars of marketing but the countries like India did not possess the knowledge of marketing till the Indian students and practitioners were exposed to the 4 P’s and other related concepts of marketing. Organisations undergoing reengineering became structured according to complete tasks and processes rather than functions, i.e. cross-functional teams should be responsible for a whole process, from beginning to end, rather than having the work go from one separate functional department to another. Traditional marketing is said to use the functional department approach, which is now deemed to limited to provide a usable framework for assessing and developing customer relationships. In today's sophisticated consumer environment, an alternative model where the focus is on customers and relationships rather than markets and products is now required. The concept of 4 P’s which ruled till 1980s had been continuously glorifying the transactional approach to marketing. Relationship Marketing therefore was advocated as the remedy to the ills of modern marketing and had since been adopted by all the marketing organizations worldwide to keep their heads above the water.

Evolution of RM in India

Ancient Time
India has a rich heritage of international trade for over 2500 years. While such traders had the blessings of the local rulers, it would be hard to believe that no permanent relationships were established with the buyers over a period of time and that all the exchanges were only of a transactional nature.

Pre-Industrial Era
Due to industrialization mass production of goods and the emergence of middlemen to market the excess quantity produced. This results co-existence of hand made products and imported goods. Merchants with whom customers had direct interactions had to deal with both the categories of goods as the customers were not entirely polarized. Relationships therefore continued to exist, albeit with less intensity.

Industrial Era
After India gained independence, it took some time for the policy makers to prioritize their goods. Till the end of the 1980’s India remained closed economy. Several sectors that were open to private entrepreneurs were dominated by one or two leading industrial house, which encouraged capitalism and the spirt of free enterprise. With limited or no competition the focus of marketers was not much on building relationships with customers. In a way it was a temporary setback to the relationship orientation of Indian business organization, though for different reasons.
Marketers in developed economies had to gradually move away from the transactional mindset to relationship marketing from the mid 1980s to reduce customer attrition and build a strong base of loyal customers, in order to achieve distinct competitive advantage. Interestingly, Indian marketers, who had yet to fully adopt the transactional marketing strategies of the West, also had to embrace the relationship approach, post-1990, mainly due to competition from global MNCs who started offering better choices to customers and withdrawal of protection enjoyed hitherto by local industrialists, due to rationalization of import tariffs and removal of trade barriers, thus forcing them out of the comfort zone.

Relationship Marketing
Relationship Marketing is a marketing strategy and its objective is to establish and maintain a profitable, long-term relationship with a customer, which goes beyond the initial contact. Relationship marketing is a form of marketing that evolved from direct response marketing, it places emphasis on building longer-term relationships with customers rather than on individual transactions. Relationship marketing involves an understanding of customers' needs and wants through their lifecycle and providing a range of products or services accordingly. Emerging marketing research indicates that heightened public awareness of organizations is only a first step in the marketing process. RM orientation comes naturally to Indians who treat guests as Gods and imbibe the spirit of service from their parents and senior members of the family. The Indian ethos that regards customer as a king or even a God, and their exposure to global business practices post-liberalization, ensured that Indian marketers—whether big or small; organized or unorganized, have fine-tuned their relationship marketing skills and practices, which have been in their veins for centuries for greater success and consolidation.

Satisfaction towards Identification Products
Identification products refer to those which are used by other products’ manufacturer to identify and to display important information on their products. Identification products fall under the category of industrial products as they are being used by other business for incorporating into their products. It plays a vital role in branding in the era of today’s cut throat competition. Logo, pamphlets & nameplates are important to create awareness and reflect the true identity of the product in the minds of customers and hence lead to strong brand building.

Objective of the Study
This study highlighted whether customers are satisfied with identification products or not? What are the expectations from the company?
- **Primary:** To study the expectations and satisfaction of customers towards identification products
- **Secondary:** To know which industrial products is purchased mostly by the customers.

Methodology
The study is based on Primary data by structured questionnaire to solve the current problem:
- What are the expectations?
- What is the satisfaction level of customers towards identification products?

Data analysis
The sample size is 150 users of identification products –
- **Multiple Response Analysis (Table-1):**
  This can be used when customer may use more than one product. Table 1 shows the multiple frequency distributions of various products being used by the respondents.

<table>
<thead>
<tr>
<th>Identification products</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aluminum Anodized Plates</td>
<td>49 31.1%</td>
</tr>
<tr>
<td>Dial &amp; Scales</td>
<td>23 16.2%</td>
</tr>
<tr>
<td>Monograms</td>
<td>19 14.7%</td>
</tr>
<tr>
<td>Facial plastic labels</td>
<td>18 11.6%</td>
</tr>
<tr>
<td>Other</td>
<td>41 26.4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>150 100%</td>
</tr>
</tbody>
</table>

- **Paired Sample t- test:**
  - Null Hypothesis (Ho): There is no significance difference between the mean of customer expectation and satisfaction of product dimensions.
  - Alternative Hypothesis (H1): There is significance difference between the mean of customer expectation and satisfaction of product dimensions.
  - Significance Level: Hypothesis test is at 90% confidence level i.e. the chance of occurring type 1 error is 10%.

- **Users of Presale Service (Chart 1):**
  Chart 1 shows the graphical representation of users of presale services i.e.30% are the users of presales service while rest 70% are not.
Table 2 indicates that out of 41% users of presale services, 53.5% uses Sample services while 46.5% uses Design Services.

<table>
<thead>
<tr>
<th>Table-2 (Pre Sale Service type's Fre)</th>
<th>Responses</th>
<th>% of Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Presale</td>
<td>23</td>
<td>53.6%</td>
</tr>
<tr>
<td>Sample</td>
<td>56.6%</td>
<td></td>
</tr>
<tr>
<td>Design</td>
<td>20</td>
<td>46.4%</td>
</tr>
<tr>
<td></td>
<td>48.3%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>43</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td>104.9%</td>
<td></td>
</tr>
</tbody>
</table>

Findings
- From Multiple Response Analysis, it is found that 31.1% respondents are using Aluminium Anadoized Plates, 16.2% respondents use Dial & Scales, 14.7% uses monograms, 11.6% uses Facial plastic lables & 26.4% uses other identification products.
- From paired sample t-test found that the null hypothesis is rejected towards the product design.
- From Frequency command it is found that 30% respondents were using pre sales services while rest 70% respondents were not using that service.
- From one sample t-test it is found that there is no significance difference between hypothesized mean and calculated mean. That means respondents are satisfied with Pre Safe Service.

Implications from Findings
As per the findings more customers are using Aluminium Anodized Plates, so that company should focus more on that & side by side it is also necessary to identify the reasons for liking & disliking. Expectation level & satisfaction level for quality of material and product design differs significantly so it is important to match with customers expectation.

Conclusion
From this study it is concluded that most widely used identification product is Aluminium Anodized Plates. Regarding expectation and satisfaction, the focus to match expectation for quality of material, product design, and appearance & after sale services is necessary. So Relationship marketing practices is required deeply.

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