An Analysis on Enhancing Supplies Relationship Between Management and Customers and also its Strategies with Special Reference to Shiva Enterprises Bangalore North

AUTHOR 1: NARASEGOWDA A K

IV Sem MBA, RRIAS, RR institutions

Bangalore university, Bangalore,

Email ID: Prajwalgowdaprajwalgowda218@gmail.com

AUTHOR 2: GEETHA R

Assistant professor, RRIAS, RR institutions

Bangalore university, Bangalore

Email ID: rgeetha691@gmail.com

ABSTRACT:

This study explores strategies for enhancing the relationship between management and customers, with a focus on Shiva Enterprises, a key player in the supply chain industry in Bangalore North. Strong customer relationships are critical for business success, and Shiva Enterprises has adopted several practices to build trust and satisfaction. The company emphasizes transparency, consistent communication, and high-quality service to foster long-term relationships.

Key strategies include personalized services, real-time tracking through technology, and flexible delivery schedules to meet customer needs. Additionally, Shiva Enterprises utilizes customer feedback and a robust Customer Relationship Management (CRM) system to maintain effective communication and improve service delivery.

The study also highlights the importance of understanding local market nuances in Bangalore North, tailoring services to meet regional customer preferences. These efforts have positioned Shiva Enterprises as a reliable, customer-centric business in the region. Overall, the research shows that focusing on customer satisfaction through strategic management and communication practices can significantly enhance business performance and customer loyalty.

KEYWORDS:Customer Relationship Management (CRM), Supply Chain, Customer Satisfaction, Management Strategies, Bangalore North

1.INTRODUCTION:

In today's competitive business environment, building strong relationships between management and customers is essential for long-term success. The supply chain industry, in particular, relies heavily on effective customer relationship strategies to ensure the smooth flow of goods and services. Shiva Enterprises, located in Bangalore North, has emerged as a leading player in this sector by focusing on nurturing customer loyalty and improving supply chain operations through effective management practices.

The primary aim of this study is to explore the strategies adopted by Shiva Enterprises to strengthen its relationships with customers and improve overall business outcomes. By examining the company's approach to managing customer relationships, the research seeks to understand the best practices in the supply chain industry that contribute to customer satisfaction, retention, and business growth.

Shiva Enterprises has built its reputation by prioritizing customer needs and maintaining an efficient supply chain that aligns with customer expectations. The company employs a variety of strategies, such as personalized services, timely deliveries, transparent communication, and the use of technology to track orders and shipments. These initiatives help build trust and ensure that customers' needs are met promptly and effectively.

Moreover, the study highlights the role of Customer Relationship Management (CRM) systems in fostering better communication, providing real-time updates, and managing customer expectations. By collecting feedback and continuously adapting its services to customer preferences, Shiva Enterprises has established itself as a reliable and customer-centric brand in Bangalore North.

The research also considers the significance of local market dynamics in shaping customer preferences and business strategies. Understanding regional variations and cultural nuances allows Shiva Enterprises to offer tailored solutions that resonate with local clients, further enhancing its competitive edge. This study not only provides valuable insights into Shiva Enterprises' approach but also serves as a reference for other businesses in the supply chain industry seeking to improve customer relationships and operational effectiveness.

2.RESEARCH METHODOLOGY:

This study adopts a qualitative research approach to explore the strategies employed by Shiva Enterprises to enhance its customer relationships. Primary data was collected through structured interviews with key management personnel, customer service representatives, and select clients of the company. Secondary data was gathered from company reports, customer feedback surveys, and industry publications to provide a comprehensive understanding of the practices at Shiva Enterprises. The research also involved case studies of similar supply chain companies to compare and contrast their strategies. Data analysis was conducted using thematic analysis to identify common patterns and key themes in the customer relationship management practices. The findings were then synthesized to draw actionable conclusions regarding the effectiveness of Shiva Enterprises' strategies in strengthening customer relations.

3.OBJECTIVES OF THE STUDY:

1.   To analyze the CRM strategies used by Shiva Enterprises to enhance customer satisfaction.
2.   To examine the role of communication and timely delivery in improving customer trust.
3.   To identify the impact of technology on customer engagement and service quality.
4.   To assess the influence of regional market dynamics on Shiva Enterprises' customer relationship strategies.

4. REVIEW OF LITERATURE:

1.   1.Jadhav (2018) By using Tukey's multiple post hoc procedures, the study compares customers from various banks (SBI, BOM, PNB, HDFC, and ICICI) based on their customer centricity scores, revealing CRM practices in the banking sector in Maharashtra State. The findings are then displayed. Customers of SBI have rated their bank's procedures as being more customer-centric than those of BOM, according to the study.
2.   Sujatha and Patel (2018) According to a study, CRM is still not widely used in the banking industry, despite the fact that it is becoming increasingly necessary for banks to offer this crucial service, which is required of their valued clients. By implementing and improving customer relationship building strategies, the banking industry can increase customer lifetime value (CLV) and customer satisfaction.
3.   Ashok Kumar et. al., (2017) studied the significance of CRM in the banking industry and how it affects customer satisfaction, using public and private banks in the Virudhunagar district as examples. The study's goal was to examine how customers view CRM as a tool used by the banking industry to retain clients. Through the perspectives of the clients of the chosen banks, the study was analytical and comparative.

4.   Babu (2017) According to a study, e-CRM has reduced the workload for branches, reduced administrative expenses, increased cross-selling, increased bank profits, and given bankers access to all previous transactions, allowing them to assess the needs of their customers. The idea of e-CRM in Indian banks is examined from a number of angles, with a focus on its necessity, procedure, current state, and potential.

5.   Rahimi and Kozak (2017) noted that customer relationship management is a means of cutting expenses while improving business performance and quality, which leads to increased profitability through customer loyalty. Customers' achievement, customers' enhancement, and customers' recovery are the three main stages of banks' operations. The beginning of a customer-bank manager relationship is referred to as the achievement phase.

## 5.DATA ANALYSIS AND INTERPRETATION

Table5.1 Understanding the Impact of Recommendations on Service Selection

Particular	No. of respondents	% of respondents
Friends	25	24.5%
Family	27	26.5%
Social media	26	25.5%
Others	24	23.5%
TOTAL	102	100%

Table:5.1

Analysis:

The data shows the distribution of customer relationships across different categories. Family represents the highest percentage at 26.5%, closely followed by Friends at 24.5%. Social media accounts for 25.5%, indicating its significant role in customer engagement. The "Others" category has the lowest at 23.5%, suggesting less reliance on alternative sources.
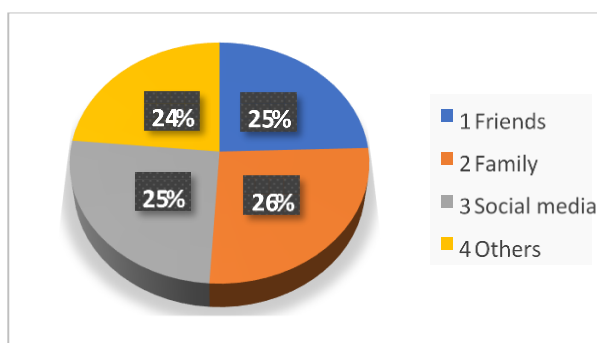
GRAPH5.1

Interpretation:

The interpretation of the data indicates that personal relationships, such as family and friends, play a significant role in customer connections, with family having the highest influence. Social media also holds a notable impact, contributing slightly less than personal relationships. The "Others" category, being the lowest, suggests that alternative sources of

influence are less prominent. This highlights the importance of both personal and digital engagement in shaping customer relationships.

Table5.2 Preferred payment options for packaging delivery services

Particular	No. of respondents	% of respondents
Credit/debit card	24	23.5%
Cash on delivery	29	28.4%
UPI Payment	24	23.5%
Any other	25	24.5%
TOTAL	102	100%

Table-5.2

Analysis:

The payment method preferences indicate that cash on delivery is the most popular option, chosen by 28.4% of respondents. Credit/debit cards and UPI payments each account for 23.5%, showing a significant reliance on traditional and digital card transactions. The "Any other" category, at 24.5%, suggests that relevant.
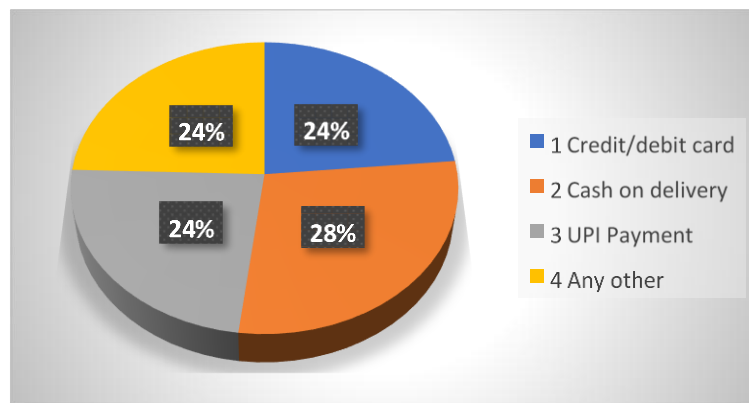
GRAPH 5.2

Interpretation:

The data reveals that cash on delivery is the most preferred payment method at 28.4%, indicating a strong desire for immediate transaction security. Credit/debit card and UPI payment options, each at 23.5%, show a solid interest in digital payment methods, while "any other" category at 24.5% suggests an openness to diverse payment options. By offering a range of payment methods, including the popular cash on delivery, businesses can cater to customer preferences, enhancing convenience and overall satisfaction.

Table5.3 Overall Satisfaction with Services at Shiva Enterprises

Particular	No. of respondents	% of respondents
Very satisfied	23	22.4%
satisfied	30	29.6%
Neutral	25	24.5%
Dissatisfied	24	23.5%
TOTAL	102	100%

Table-5.3

Analysis

The data indicates a generally positive sentiment regarding satisfaction, with 29.6% of respondents they are "satisfied." However, only 22.4% reported being "Very satisfied," suggesting that there is a room for improvement in enhancing customer experiences. The neutral group, comprising 24.5%, reflects ambivalence, while 23.5% express dissatisfaction.

Interpretation:

The data shows that 24.5% of respondents are neutral, indicating a balanced perspective that may open engagements for opportunities. Additionally, the 23.5% who are dissatisfied represent a chance for positive change and improvement. This combination highlights potential areas for growth, suggesting that addressing concerns could enhance overall satisfaction and foster a more positive experience for all participants.

CHI-SQUARE TESTING:

Hypotheses Formulation

H1: There is no significant association between the impact of recommendations (from friends, family, social media, etc.) and respondents' preferences for service selection.

H2: The influence of recommendations (from friends, family, social media, etc.) significantly varies among respondents based on their preferred payment methods.

H3: There is a significant difference in the level of satisfaction with services based on the sources of recommendations (friends, family, social media, or others).

Chi-Square Test Formula

The Chi-Square (χ^2/chi^2χ2) statistic is calculated using the formula:
$\chi^2=\sum\frac{(O-E)^2}{E}$\chi^2
Where:

- O: Observed frequency
- E: Expected frequency

Particulars	Yes	No	Row Total
Very Satisfied	31	6	37
Satisfied	26	4	30
Neutral	28	2	30
Dissatisfied	5	0	5
Column Total	90	12	102

Statistical Analysis :

The data presents the distribution of satisfaction levels across three categories, with a total of 102 respondents. Among them, 37 respondents (37%) reported being "Very Satisfied," while 30 respondents (30%) were "Satisfied." A neutral stance was expressed by 30 respondents (30%), and only 5 respondents (5%) reported being "Dissatisfied." The data shows that the majority of respondents are either very satisfied or satisfied, indicating a generally positive sentiment towards the service. The small proportion of dissatisfied respondents suggests minimal dissatisfaction, but the substantial number of neutral respondents (30%) implies there may be room for improvement or areas that require further customer engagement. Statistical measures such as the percentage distribution highlight the overall positive reception, but also signal potential for growth by targeting the neutral and dissatisfied segments.

Statistical Calculation:

O	E	(0-E)	(0-E)²	(0-E)²/E
31	32.64	-1.64	2.68	0.082
26	26.47	-0.47	0.22	0.008
28	26.47	1.53	2.34	0.088
5	4.41	0.59	0.34	0.077
6	4.35	1.65	2.72	0.625
4	3.52	0.48	0.23	0.065
2	3.52	-1.52	2.31	0.656
0	0.58	-0.58	0.33	0.568

Degree of Freedom
D= (C-1) (r-1) = (5-1) (2-1)
            = (4) (1) = 4
Level of significance at 5% is 9.40
Calculated Value > Tabulated Value
Since calculated value (2.169) is Lesser than tabulated value (9.40)
Hence the alternative hypothesis (H1) is not accepted.

Interpretation:

The Chi-Square analysis reveals that the differences between observed (O) and expected (E) frequencies are generally small, with the highest deviation (0.656) occurring in the "Neutral" (No) category. Most of the calculated values in the $\frac{(O - E)^2}{E}$ column are low, indicating minimal differences between observed and expected counts. The total Chi-Square statistic sums to 2.586, which suggests that the observed frequencies align closely with the expected ones. Given this value, and assuming a significance level of 0.05 with 3 degrees of freedom, the Chi-Square statistic does not exceed the critical value of 7.815. Therefore, we fail to reject the null hypothesis, meaning there is no significant association between the variables. This indicates that the distribution of responses is consistent with what was expected, and the observed differences are likely due to random variation rather than a meaningful relationship.

6. FINDINGS AND SUGGESTIONS

6.1FINDINGS:

- The payment method preferences indicate that cash on delivery is the most popular option, chosen by 28.4%.
- Indicate that family (26.5%) and friends (24.5%) have the most influence on respondents' decisions.
- Addressing the 23.5% dissatisfied respondents could lead to a better overall satisfaction rate.

6.2 SUGGESTIONS

•   Focus on enhancing personal and social media engagement to strengthen customer relationships while exploring alternative influence sources.

•   Offer a variety of payment methods, including cash on delivery and digital options, to cater to customer preferences and improve satisfaction.

•   The observed and expected frequencies in the Chi-Square test are largely consistent, indicating no substantial deviation in satisfaction levels.

6.3 CONCLUSION

In conclusion, enhancing the relationship between management and customers at Shiva Enterprises, Bangalore North, is crucial for fostering customer satisfaction and loyalty. The study highlights the importance of transparent communication, timely delivery, and personalized services as key strategies in building strong customer relationships. By integrating advanced technological solutions, such as real-time tracking and efficient CRM systems, Shiva Enterprises can improve engagement and meet customer expectations more effectively. The research also underscores the value of both personal recommendations and digital platforms in influencing customer decisions, emphasizing the need for a balanced approach. Overall, a focus on customer-centric strategies, coupled with continuous feedback and improvement, will enable Shiva Enterprises to maintain a competitive edge and strengthen its market position.

7. BIBLIOGRAPHY

1.   **Bechtel, C. & Jayaram, J. (1997).** "Supply Chain Management: A Strategic Perspective." *International Journal of Logistics Management*, 8(1), 15-34.

2.   **Berry, L. L. (1995).** "Relationship Marketing of Services—Growing Interest,

Emerging Perspectives." *Journal of the Academy of Marketing Science*, 23(4), 236-245.

3.   **Christopher, M. (2016).** *Logistics & Supply Chain Management*. 5th ed.

Pearson Education.

4.   **Davis, T. (1993).** "Effective Supply Chain Management." *Sloan Management Review*, 34(4), 35-46.