Abstract

The concept of Customer Relationship Management has a significant role in every business organisations. It plays a predominant role especially in service organisations where, customer acquisition, rendering the required service and retain them by providing value for their cost for a long period of time, and improve continuous revenue from that customer. Customer Relationship Management in highly competitive cell phone service helps the service provider in extending the service as well as help in acquire, serve and retain the cell phone users. The study is undertaken to identify the impact of Customer Relationship Management tool in confirming the concept of customer loyalty among the cell phone service providers in Chennai city. The study was undertaken among the cellular users in Chennai city. A pilot study was undertaken with a structured questionnaire. The questionnaire was circulated to 50 persons in Chennai city. The Cronbach Alpha method and Hotelling T-test were applied to check the reliability of the data. These tests revealed the reliability as 0.897, which states that it was 89.7 percent reliable. With minor modifications based on the feedback provided by the respondents, the questionnaire was circulated to the cell phone users in different parts of Chennai city using Stratified random sampling technique. The questionnaire was circulated to 572 respondents. 556 respondents filled the questionnaire, out of that 534 respondents filled it properly and they are considered for data analysis. So the exact sample of the study is 534.

The data for the study comprises of both primary and secondary data. Primary data was collected for the survey and the secondary data was collected from different books, journals, magazines, periodic reports by various associations and from other dailies. The primary data collected through the survey was analysed using Statistical Package for Social science (SPSS). The following statistical tools are used in the study:
1. Measures of Central tendency and dispersion  
2. Parametric paired and one-sample T-test  
3. One way analysis of variance  
4. Factor analysis  
5. K-means cluster analysis  
6. Logistic regression and discriminant analysis  
7. Structural Equation Modeling

From the data analysed using above tools, it was found out that, in the sample unit 60.3% are male customers and 39.7% are female customers. The maximum number of cell phone users lie in the age group of 21-25 (26.8%), followed by the age group of 31-35 (20.2%). From the study it is found that 53.7% are graduates and 32.6% are post graduates. The sample unit comprises 45.8% of salaried customers and 23.2% are students, 18.2% are homemakers and 12.8% are businessman. Among the salaried class customers 21.3% are middle level employees. In terms of income factors 14.4% of the customers are in the group of Rs.10001-15000 per month, 12.2% of customers are in the income group of Rs5001-10000 per month and 16% of the customers are in the income group of Rs 20000 and above per month. The percentage analysis revealed that more number of consumers are using BSNL (25.5 percent). Airtel and Hutch follows next with 22.7 percent and 18.5 percent respectively. Aircel and Reliance follows respectively with 18 percent and 10.5 percent

The consumers prefer their brand mainly because it is economical. It is followed by wide network coverage and clarity. Free SMS comes next and value-added services follow. The celebrity endorsement and free talk-time do not qualify as important reasons for consumers preferring their brand of cellular operators

It can be concluded that 80 percent of the consumers use prepaid connections and 20 percent of the consumers use postpaid connection. 76.4 percent of the consumers agreed to continue with the
same service providers. But 23.6 percent of the consumers possess the idea to switch over from present brand to some other brand.

It is found that 32.8% of Airtel consumers, 4.9% of Aircel customers, 16.7% of Vodafone and 8.1% of BSNL customers, 1.7% TATA Indicom customers and 1.1% of RELIANCE customers want to stick on to the same brand.

The salaried class employees are more satisfied with the pricing pattern of their cell phone service provider and found that the rates are economical. Businessman, professionals, students and housewives do not agree to the level of salaried class.

Students subscribe to the statement that the call rates keeps changing, whereas professionals, salaried, Businessman and housewives are not bothered much about this price changes.

Professionals submit to the view that the roaming facilities are best when compared to salaried, businessman, students and housewives, who moderately agree with this view.

It is found that pricing, customer preference, customer loyalty, customer expectation and customer satisfaction are equal in explaining the respondent’s interest in contacting the customer care.

Findings:

The service provider may implement effective CRM measures like initial strategies, retention strategies to increase the number of loyal customers.

The analysis revealed that there is a relationship between brand choice behavior and CRM strategies. Therefore it is suggested that the service provider must include specific preferences demanded by the customers as one of the CRM strategies to consolidate the customer loyalty.