CHAPTER -3

PROGRAMMES OF RELATIONSHIP MARKETING & STRATEGIES OF RELATIONSHIP MARKETING

This chapter you see the most comprehensive and thorough coverage of relationship strategic management. The foundation for more knowledge about relationship marketing & strategic management, while the most recent contributions reveal insights about how to effectively use strategic management in the rural & global business environment in which most company try to out perform their competitors. In this chapter we explain how firm use the relationship strategic in Indian culture. The relationship market strategic management tool, techniques, or concepts.

We are challenged and invigorated by the goal of establishing a new standard for effective relation and policies for the present market. Researcher study the most recent academic presentation on the relationship strategic market management. Relationship marketing implies attracting, maintaining and enhancing customer relationships it is benefits because it attract new customers is more costly than retaining existing ones, long-time customer tend to be less price sensitive and provide free word-of-mouth advertising. The Indian technological firm to perform the best strategy for the merger and acquisitions on the global platform relationship market give more growth for link the global customers and strategic planning.
A company’s demand comes from two groups: new customers and repeat customers. Today, however, the emphasis is shifting. Beyond designing strategies to attract new customers and create transactions with them, companies now are going all out to retain current customers and build lasting customer relationships. Thus, the costs of attracting new customers are rising. In fact, it costs five times as much to attract a new customer as it does to keep a current customer satisfied.

In addition, strategic leaders must be able to “think seriously and deeply… about the purposes of the organizations they head or functions they perform, about the strategies, tactics, technologies, systems and people necessary to attain these purpose and about the important questions that always need to be asked.” (23)

The selling concept and the marketing concept are sometimes confused, compares The two concepts. The selling concept takes an inside-out perspective. It starts with the factory, focuses on the company’s existing products, and call for (24) heavy selling and promotion to obtain profitable sales. It focused heavily on customer conquest – getting short-term sales with little concern about who buys or why. In contrast, the marketing concept takes an outside-in perspective. It starts

with a well-defined market, focuses on customer needs, coordinates all the marketing activities affecting customers, and makes profits by creating long-term customer relationships based on customer value and satisfaction. Under the marketing concept, companies produce a hat consumers want, thereby satisfying consumers and making profits. (25)

In this chapter we discuss three relevant strategies that a service provider could look into in order to regain lost customers: customization, differentiation, and “wow” strategy. That is until relationship marketing came along. (26) Relationship marketing was embraced as a way for marketing departments to get to know their customers more intimately by understanding their preferences and thus increasing the odds of retaining them. This profile would help the organization with information pertaining to the client’s purchasing patterns and usage of the service, which in turn help the organization to design more suitable and customized service bundles to offer. Differentiation is the ability to provide unique and superior value to the consumer in terms of service quality, special features, or after-sales services. Differentiation allows a firm to command a premium price or premium market position, which leads to higher profitability. We would like to stretch this phenomenon a little further by stating that the company can use


differentiation in order to attract back the lost customers. The differentiation\(^{(27)}\) strategy is an integrated set of action to produce goods or services (at an acceptable cost) that customers perceive as being different in ways that are important to them. Continuous success with the differentiation strategy results when the firms consistently upgrades differentiated features that customers value, without significant cost increases, because a differentiated product satisfies customers’ unique needs, firms following the differentiation strategy are able to change premium prices. For customers to be willing to pay a premium price, however, a “firm must truly be unique at something or be perceived as unique”.\(^{(28)}\)

Furthermore, we could expand the differentiation strategy and use gastronomy and formula strategy (HOROVITZ, 1990) to address the different customer segment depending on the nature of the industry and the services they provide. GASTRONOMY strategy (horovitz, (1990) targets customers who seek highly personalized service a great deal interaction, and long contract. Such a strategy would be focused at high-end services and at a limited audience. It would mainly dwell in the service classification where the customers are in close contact with their service providers. FORMULA STRATEGY (HOROVITZ, 1990) refers to targeting a large market than gastronomy strategy while still offering personalized services. Customers in this quadrant values quality service at reasonable price.

\(^{(27)}\) PORTER, COMPETITIVE STRATEGY, 35-40.
\(^{(28)}\) PORTER, COMPETITIVE ADVANTAGE, 14.
Hence industrie operating in this domain should try to marry service customization with appropriate pricing. The strategies used would depend on the consumer’s perception towards the service.

**RELATIONSHIP WOW SYNDROME**

ONE benefit of the use of this particular plus is the difference between a satisfied and a loyal customer (GITOMER, 1998). Not only is the customer satisfied, s/he is more likely to be loyal under the “wow” syndrome. Another benefit is the difference between a positive and a negative story retold. It is suggested that a higher incidence of positive world of mouth is likely to emanate as a result of this particular approach.(29)

As management guru GARY HAMEL (2002) puts it, inertia may no longer be a source of profit for many organizations. It is not just inertia that leads to repeat-buying behavior. Products which are cheaper or offer superior value in some other area may also enjoy repeated custom. Marketing strategy deals with pricing, selling, and distributing a product. Using a relationship market skills business unit can capture a large share of an existing market for current products through market saturation and market penetration or develop new markets for current products. A company’s marketing success can be affected considerably by its ability to understand and manage the life cycle of its products. Hear we noted that products

have life cycles that can be divided into five stages: 1 introduction, 2 growth, 3 maturity, 4 decline, and 5 possible abandonment. The product life cycle can be illustrated with the sales-volume and profit. The life-cycle stages cover nearly equal periods of time, although actually that is not the case. The different stage in any given product’s life cycle usually last for different periods of time. Also the duration of each stage will vary among products. Some products take years to pass through the introductory stage, while others are accepted in a few weeks. Moreover, not all products go through all stages. (30)

Consumer product giants such as Dabur, Procter & gamble, colgate polmolive, and unilever are experts at using advertising and promotion to implement a relationship market saturation/penetration strategy to gain the dominant market share in a product category. As seeming masters of the product life cycle, these companies are able to extend product category. As seeming masters of the product life cycle, these companies are able to extend product life almost indefinitely through “new and improved” variations of product and packaging that appeal to most market niches. Too high a price may mean no business, while a lower price may lead to an unprofitable operation. In many cases, the price indicates a product’s quality. (31)

These companies also follow the relationship market development strategy by


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taking a successful product they market in part of the world and sales it elsewhere. Mckenna (1991) professes a more strategic view by putting the customer first and shifting the role of marketing from manipulating the customer (telling and selling) to genuine customer involvement (communicating and sharing the knowledge). Berry (1995), in somewhat broader terms, also has a strategic viewpoint about customer relationship management. He stresses that attracting new customers should be viewed only as an intermediate step in the marketing process. Developing closer relationship with these customers and turning them on to loyal ones are equally important aspects of marketing. Thus he proposed relationship marketing as “attracting, maintaining, and – in multi-services organizations – enhancing customer relationship” (p.25). (mckenna, Regis (1991), relationship marketing:) (32)

successful strategies for the age of the Customers, additionWesley publishing company.)

**RURAL AREA STRATEGY OF HUL:-**

HUL focus embarked on a programme called **Shakti**, through which it creates micro-enterprises for rural women. Shakti also includes health and hygiene education through the Shakti vani programme, which now covers 15 states in India with over 45,000 women entrepreneurs in 135,000 villages. By the end of 2010, Shakti aims to have 100,000 Shakti entrepreneurs covering 500,000 villages,

(32) (p.25). (mckenna, Regis (1991), relationship marketing)
touching the lives of over 600 million people. HUL is also running a rural health programme, LIFEBUOY SWASTHYA CHETANA. The programme endeavours to induce adoption of hygienic practices among rural Indians and aims to bring down the incidence of diarrhea. So far it has reached 120 million people in over 50,000 villages. In 2010 HUL make all strategy at present for Villagers. The idea that a marketing strategy can be developed for any organization, simply by manipulating four basic variables looks great on paper, as it is neat, memorable, and relatively easy to apply the second reason why traditional 4ps-based marketing has come under fire is to do with its ‘prescriptive’, ‘tool-box’ approach (gronroos, 2007). Whichever mix is adopted we still end up with a ‘tool-box’ or ‘magic formula’ approach which is prescriptive rather than diagnostic. In other words it follows rather than leads. Proponents of the relationship approach assert that a whole new way of thinking is required (e.g. gummesson, 1987, gronroos, 1997). A firm may first employ the strategy of market segmentation but soon be forced by competition to combine that strategy with product differentiation. A firm may divide the market into two segments-men and women-and then develop separate products to meet the specific wants of each segment. Eventually the women’s segment will be recognized as a separate market by this firm’s competitors. Thus any given segmentation of a market is a transitory phenomenon, and competitive condition force seller constantly to seek new ways of segmenting their markets.
Essentially, a company has three strategic options to choose from in response to Political difficulties in a host country. These responses are to adapt, to withdraw, and to take counteractive measures. The bargaining power of the host country mainly depends on two factors: control of market access and inducements. (33)

These strategies may be grouped into the following six categories:

1 Positioning in relation to a competitor. For some products, the best position is directly against the competition. When a competitor has a strong market position, Avis became successful only after it stopped positioning itself directly against.

2 Positioning by product attribute. A company can associate its product with some product feature or customer benefit.

3 Positioning by price and quality. Some retail stores are known for their high-quality merchandise and high price. Positioned at the other end of the price and quality scale are discount stores.

4 Positioning in relation to product use. Cow brand baking soda sales increased tremendously after the long dormant product was repositioned as an effective Odour-killing agent for use in refrigerators.

5 Positioning in relation to target marketing. In the face of a declining birthrate, Johnson & Johnson repositioned its mild baby shampoo for use by mother, father, and people who must wash their hair frequently. As a low-calorie

beer and appealed to diet-conscious consumers who drank relatively little beer.

In contrast, the taste of a regular beer. The European image of the Carlsberg Parent brand and to appeal to an up-scale, sophisticated market segment.

More recently, carling O’Keefe’s trilight has been repositioning Ned to appeal to beer customers who are concerned about moderation.

6 Positioning in relation to a product class. Sometimes a company’s positioning strategy involves associating its product with a common class of product. (34)

Using the two dimensions discussed above, growth and market share, businesses can then be classified into four categories: stars, cash cows, question marks, and dogs. Businesses in each category exhibit different financial characteristics and offer different strategic choices.

**STARS.** High-growth market leaders are called “stars.” They generate large amount of cash, but the cash they generate from earnings and depreciation is more than offset by the cash that must be put back into these businesses in the form of capital expenditures and increased working capital.

**CASH COWS.** Cash cows are characterized by low growth and high market share. They are net providers of cash. Their high earnings coupled with their depreciation represent high cash inflows, while they need very little in the way of reinvestment.

(34) ADAPTED FROM DAVID A. AAKER & J. GARY SHANSBY.

QUESTION MARKS. Question marks are low-share business units in high growth markets. They require a lot of cash to hold their share, let alone increase it. Management has to think hard about which question marks it should try to build into stars and which should be phased out.

□ DOGS. Dogs are low-growth, low-share businesses and products. They may generate enough cash to maintain themselves but do not promise to be large sources of cash.

HUL PERSONAL STRATEGY IN RELATIONSHIP MARKETING:-

FOR corporate purpose states that to succeed requires "the highest standards of Corporate behaviour towards everyone HUL work with, the communities and touch, the environment on which we have an impact."

(A) Always working with integrity

Conducting company operations with integrity and with respect for the many people, organisations and environments and business touches has always been at the heart of our corporate responsibility.

(B) Positive impact

HUL aim to make a positive impact in many ways: through in brands, and Commercial operations and relationships, through voluntary contributions, and through the various other ways in which company engage with society.

(C) Continuous commitment
HUL also committed to continuously improving the way and manage our Environmental impacts and are working towards our longer-term goal of developing a sustainable business.

(D) Setting out our aspirations

HUL corporate purpose sets out his aspirations in running company business. It's underpinned by company code of business Principles which describes the operational standards that everyone at Unilever follows, wherever they are in the world. The code also supports our approach to governance and corporate responsibility.

(E) Working with others

Company want to work with suppliers who have values similar to our own and work to the same standards can do. Company Business partner code, aligned to company own Code of business principles, comprises ten principles covering business integrity and responsibilities relating to employees, consumers and the environment. Ideally, is implemented by developing comprehensive databases on customers and prospects, segmenting these current and potential customers into groups with certain common awareness levels, predispositions, and behaviors, and developing messages and media strategies that guide the communication tactics to meet marketing objectives. In doing this, builds and reinforces mutually profitable relationships with customers and other important stakeholders and generates synergy by coordinating all elements in the relationship marketing. By focusing on
profitable customers, their individual needs, and partnering strategies that leverage customer resources relationship marketing can enhance the efficiency and effectiveness of marketing efforts. When relationships are properly formed and managed, productivity is increased not only through lower search and transaction costs but also through the new value that is created from integrating supplier and customer processes and functions for best feature dealing.
3.2 SOCIAL ASPECTS OF MARKETING AND CUSTOMER VALUE CREATION

The quality of life is the third major task area for marketing of all institutions is responsible for their by-products. That is the impact on their legitimated activities on people and on the physical and social environment. They are increasingly expected to anticipate and to resolve social problems. They need to link through development policy's for the relationship of business and government, which is rapidly outgrowing traditional theories and habit. We are anxious to increase the supply of goods which people need and on the other because it provides employment and livelihood to our growing population clearly. Then in the choice of measure to help industry government can not forget the interest of our or of the consumer in dealing the main reason why government tries to regulate and control industry is to ensure fair play to workers and consumers. The bonus commission became necessary because of the basic concern of government nothing would make government happier than to see an increasing sense of social responsibility in industry which will make it possible for government to concentrate more on measure to help industry rather than to control it. HUL also renders services to the community, focusing on health & hygiene education, empowerment of women, and water management. It is also involved in education and rehabilitation of underprivileged children, care for the destitute and hiv-positive, and rural
development. HUL has responded to national calamities, for instance with relief and rehabilitation after the 2004 tsunami caused devastation in south India. Social relationship refers to the business obligation to the society in countries like India in the context of socialistic pattern the social relationship is stressed more. The society is grouped in to four groups for the better distiches of obligation

GROUP FOR OBLIGATION:-

{A} The owner and shareholder.

{B} Employees.

{C} The customer and consumer.

{D} Community.

{E} Relation to the government.

(a) relationship to owner :- the owner of a company and the share holder. They invest Their money in the business. They trust the management so the management should dedicate it self to the relation of the share holders.

(b) Relation to the employees: - employees are the main levels of an enterprise the success of an enterprise depend on their contribution, cooperation and harmonious relation between the managers and the workers, the management’s relation is to provide both monetary and psychological rewards and also job security. Today the relationship has extended to the level of providing educational opportunities and job training to the employees at the company expense.
(c) Relation to the consumer: Today relationship marketing concept should be linked to consumer relation and product relation. Its objective should be to satisfaction of consumer providing good quality goods and fair price. Management aim is improving product quality and price which are suitable to the consumer.

(d) Relationship to the community and nation: Relationship strategy makes it possible to link all community consumers on one stage which they belong to any town or village in India. With advantage promoting welfare schemes. Having satisfied the two basic responsibilities, HUL should look to fulfilling its social responsibilities. Therefore includes both ethical and discretionary but not financial and law full. HUL can fulfill its ethical responsibilities by taking actions that society trends to value but has not yet put into law. When ethical responsibilities are satisfied, HUL can focus on discretionary Responsibility purely voluntary action.

- **UNILEVER TARGET IN SOCIAL ACTIVITY WITH EFFECTIVE RELATION :-**

  Unilever's business activities affect the environment and society.

  - Unilever's brands make a difference to the health and well-being of consumers.
  - Unilever addressing the sustainability challenges related to the Sourcing of agricultural raw materials, climate change, water and packaging.
  - Unilever operations create wealth and how do these benefit stakeholders such as employees and suppliers, and local communities.
company manage the sustainability and corporate responsibility Issues related to some of our key stakeholders including consumers, customers, employees, suppliers, local communities and government. Unilever have produced a Sustainable Development Overview 2008 a 32-page Printed publication that explores the topics it have identified as our most material issues. These include nutrition, hygiene, sustainable agricultural sourcing, climate change and more. The Overview explains how they are integrating sustainability into business and brands and through them contributing to improved health, nutrition and hygiene. Preventable diseases, resulting from poor hygiene and sanitation, still pose a significant global health challenge. Every year over 3.5 million children die before the age of five because of diarrhoea and acute respiratory infections. One billion people lack access to safe drinking water. Tooth decay and gum disease affect the majority of people in both developed and developing countries. Up to 90% of school children have cavities. Simple changes can prevent much of this. Helping people access the right products, such as soap and tooth paste, is an important first step. Yet this is not enough. Encouraging people to change their habits, like washing hands with soap before touching food and after going to the toilet, is essential. This is what is health and hygiene programmed set out to achieve.

**EFFECTIVE UNILEVER approach :-**

unilever brands have recognised the potential difference they can make to people's health.
* make effective products that deliver health benefits and promote well-being
* transform people's everyday habits through effective behaviour change campaigns
* work with partners to achieve wider improvements in health and well-being.

Helping people meet their hygiene needs has always been at the core of our business. Ever since the launch of Lifebuoy soap, over 100 years ago, company have been making a significant contribution to the health and hygiene of people in both the developed and developing world. More recently, the launch in India of Pureit, our household water purifier, offers consumers a convenient way to provide safe drinking water for their families. Many of Unilever brands have integrated health, hygiene and well-being into their mission and identity. For example, Lifebuoy continues to lead hand washing and behaviour change projects, while improving oral health is a core part of Signal/Pepsodent/Close Up's mission.

**SOCIAL RELATIONSHIP WITH GLOBAL MARKETS:**

Unilever Global Health through Hygiene Programme works with its brands and partners such as the London School of Hygiene & Tropical Medicine, UNICEF and the World Bank, to improve our technical capability in the area of Health and hygiene, particularly in evaluating behaviour change. Lifebuoy co-founded the first-ever Global Hand washing Day on 15 October 2008. It worked closely with NGOs, governments and other companies to launch the day in 75 Countries around the world. Lifebuoy teams co-ordinate a range of activities in 23 countries to raise awareness of the importance of hand washing. In Bangladesh that
worked with the government and others to create hand washing activities in 75 000 schools across the country, in the process breaking the Guinness World Record for the highest number of people washing their hands with soap at one time. Activities in other countries included:

* Sri Lanka: hand washing stations set up in schools and the largest petition for hand washing by peopil.

* India: celebrity endorsement by international cricketer Yuvraj Singh at events organized with the India Ministry of Health. Unilever staff helped to launch hygiene training programmers in government buildings, under-privileged schools and factories.

* Indonesia: Lifebuoy hosted education events in Jakarta and across other major cities, attended by government officials and other partners.

* South Africa: school children were taught proper hand washing techniques at a 'clean up your school' rally.

* Ghana: the Lifebuoy team set up hand washing stations at truck stops and markets, while school children participated in hand washing workshops.

**Swarthy Chetna**

In India, Lifebuoy's hygiene education programme, Swasthya Chetna (Health Awakening), has touched the lives of millions of people in rural areas. Over 2002—2008 the campaign has reached 120 million people in nearly 51 000 villages. It has also delivered commercial benefits for the brand, driving up sales of soap in districts where the campaign has run. We have also reached a further 13
million people since 2002 through similar programmes in Bangladesh, Pakistan, Sri Lanka, South Africa, Vietnam and Indonesia.

(A) Berbagi Sehat

A study of Berbagi Sehat (Sharing Health) programme in Indonesia, which is aimed at mothers and children, showed that 84% of those it reached now reported washing their hands with soap after using the toilet, compared to an average success rate of 58% in other programmes of this type.

(B) Glowgerm

One of the key elements of Lifebuoy's hygiene education programmes is the 'glowgerm' demonstration. This counters the common misconception that 'visibly clean' is 'hygienically clean'. When held under ultra-violet light, glowgerm powder glows on the dirt left behind on hands washed only with water, providing a dramatic reminder of the need for thorough handwashing with soap.

(C) Evaluating effectiveness

Unilever's distinctive approach is to put the monitoring and evaluation of behaviour change at the heart of programmes. Unilever have greatly advanced their understanding through his partnerships and innovative measurement techniques.

(D) Smart sensor technology

Unilever smart sensor technology is now widely regarded as the best way of Measuring hand washing behaviour. By placing a sensor inside a soap bar researchers can gather accurate data unobtrusively during handwashing trials and there by monitor the extent to which different types of awareness-raising initiatives
actually lead to changes in behaviour in people's homes.

In Bangladesh in 2008, unilever carried out a study using this smart sensor technology, with funding from the Gates Foundation as part of his involvement with the World Bank’s Global Public-Private Partnership for Handwashing with Soap. unilever used the same technology in a project in Uganda, in partnership with UNICEF. company wanted to test whether working with children through school-based hygiene awareness programmes was an effective way of delivering hand washing messages to families. The results were very positive. Families whose children had been through the awareness programme increased their use of soap by almost a third compared with families of children who had not. In Safe Hands programme, developed by Lifebuoy Marketing Academy, is also built on the insight that behaviour change is needed to achieve health improvements.

Following successful workshops in East Africa and Vietnam, unilever took our In Safe Hands programme to Indonesia in 2008. This programme teaches marketing skills to public sector health professionals and is designed to help them develop effective hand washing and behaviour change campaigns for their local communities. To date it has reached nearly 300 health professionals and made an important contribution to national health campaign development.

(E) Safe drinking water

In India unilever sell a unique water purifier, Pureit, that provides water that is 'as Safe as boiled' without needing electricity or pressurised tap water. The purifier removes harmful germs. Its germ kill performance has been tested and verified by
Pureit protects against water borne diseases like diarrhoea, jaundice, typhoid and cholera, without depending on boiling, electricity or pressurised tap water—there by making safe drinking water more accessible to urban and rural consumers. Trials in India have shown that use of Pureit can halve the incidence of diarrhoea. One unit costs €32 and has a running cost around half a euro cent per litre, making it a much more affordable option for these consumers. During 2008, the product was rolled out to 23 states in India, and reached all 28 states by early 2009. It is now bringing safe drinking water to more than 5 million people in a million households.

Hindustan Unilever and UNICEF are working together on a project to bring safe Drinking water to schools and day-care centres in low-income communities in South India.

(F) Improving oral health

Tooth decay and gum disease are one of today's most common ailments. The World Health Organization has identified oral health as a neglected area of general health. The consequences of poor oral hygiene can begin with discomfort and pain, but can lead to life-threatening illnesses. Around the world, over 1 billion people do not brush their teeth with a fluoridated toothpaste at all, while over 2 billion do not brush twice a day. In developing countries, where there is low awareness of oral hygiene and poor healthcare infrastructure, 90% of dental caries remain
untreated. Brushing teeth is important not only for good oral hygiene and general health, but having clean teeth and fresh breath contribute to well-being and personal confidence. Signal/Pepsodent/Close Up's mission is to improve oral health by getting children and their families around the world to brush day and night using fluoride toothpaste. Here, too, changing everyday habits is critical. As one of the market leaders in toothpaste, we have the opportunity to make a difference. Every year through school-based oral hygiene programmes, Signal/Pepsodent/Close Up reaches more than 4 million children. The campaigns emphasise the importance of twice daily brushing with a fluoridated toothpaste as this has the greatest impact on improving oral health around the world. We have also decided to focus on children since companies believe that brushing habits that last are best forged during childhood. This mission is at the heart of our partnership with the FDI World Dental Federation which now covers 40 countries. Understanding and measuring the impact of Unilever campaigns is key to achieving tangible results – the same smart sensor technology we use to analyse hand washing habits is also used to observe toothbrushing habits accurately and unobtrusively. Unilever regularly contributes our research on oral health in external journals. For example, Unilever employees presented papers at the FDI Annual World Dental Congress in Stockholm in 2008 in a symposium entitled 'Design for behaviour change and better oral care'.

(G) Enhancing self-esteem & well-being

Many of our company brands help people feel good and look good every day, which
can enhance both physical and emotional well-being. Some have dedicated campaigns on empowering and raising the self-esteem of women.

This continues a tradition going back as far as the 1890s. The vision of one of our founders, William Lever, was to improve women's well-being by making everyday household care products more affordable. Today, poor self-image affects the confidence and well-being of many people, especially young girls and women. How a person feels about their personal appearance and hygiene can boost their self-esteem and confidence. This is true in all communities around the world – in developing as well as developed countries.

(H) Dove Self-Esteem Fund

Dove's Campaign for Real Beauty aims to improve self-esteem among young people by challenging traditional stereotypes of beauty. Dove's Self-Esteem Fund aims to reach 5 million young people over 2005—2010. In 2008 it reached over 1 million people in 27 countries, taking the total to date to over 3.5 million.

Examples of the campaign include BodyTalk workshops addressing body image and self-esteem which reached 69,000 people in the UK, and similar workshops delivered by Unilever partner, the Girl Scouts of the USA, which reached another 240,000. Dove also launched a Real Beauty day, reaching 10,000 children around the world through self-esteem workshops in local schools and youth groups.

(I) Vaseline Skin Fund

Skin conditions such as eczema often cause great discomfort and can have a Negative impact on people's well-being. Vaseline skin care brand has set up the
Vaseline Skin Fund to focus the brand's ambition to improve the lives of those affected by skin conditions. The Fund aims to benefit 3 million people worldwide by 2012, by providing better access to knowledge, advice, and support to those affected. In 2008, the Vaseline Skin Fund supported projects such as the Eczema and Sensitive Skin Education programme, a website created in partnership with the National Eczema Association in the US. The site offers practical information on the care and treatment of eczema and sensitive skin.

(J) Perceived age

In 2008, Unilever scientists investigated the difference between perceived facial age (ie how old an individual looks) and actual age (ie how old an individual is), to establish the factors that affect the ageing process in different parts of the world. These factors included genetics, diet, sleep, exercise, psychological stress, and skincare treatments and products.

The research focused on 1350 people (predominantly women), at seven locations across the world. It looked at the skin as an organ fundamental to the health and well-being of an individual, and recognised that the appearance of facial skin should be studied as part of the body as a whole. A web-based tool was used to determine how old a subject looked from a high-definition photograph. These studies have provided important information on behaviours that are associated with looking younger and therefore healthier, since facial ageing is also known to be linked to mortality and longevity. Studies in twins have also revealed that those who look oldest for their age tend to die youngest.
The results of the Unilever studies showed that younger appearance was more common for subjects who did not smoke, and take fruit and vegetables regularly, avoided high sun exposure, had good dental hygiene (e.g., cleaning teeth twice a day), frequently used facial moisturisers four or more times a week, and who undertook moderate levels of physical activity on a daily basis. In India, the studies also showed that socio-economic factors contribute to the ageing process. Those who looked younger tended to work indoors, had more years of education, had fewer household members, and more frequently visited their doctor.
Attracting new customers remains an important marketing management task. However today’s companies must also focus on retaining current customers and building profitable, long-term relationships with them. A company can lose money on a specific transaction but still benefit greatly from a long-term relationship. (35)

**PRODUCTS AND CUSTOMER VALUE:** The difference between the values the customer gains from owning and using a product and the costs of obtaining the product is called customer value creation. Customers also may receive some status and image value. Customers will weigh these and other values against the money, effort, and psychic cost of using the service. Customer often do not judge product values and cost accurately or objectively. Thus, marketing, through its studies and research, will establish for the engineer, the design and manufacturing man, what the customer wants in a given product, what price he is willing to pay, and where and when it will be wanted. Marketing will have authority in product planning, production scheduling, and inventory control, as well as assign sales distribution, and servicing of the product.


and servicing of the product.

**SUCCESS STORY OF A FRIEND / RELATIVES** :- in India customer expectation are based on past buying experiences, the opinions of friends and relatives are give the suasion to personal relation to each other. Each and every man links with other relations. Marketers must be care full to set the right level of expectations. If they set expectation too low, they may satisfy those who buy fail to attract enough buyers. If they raise expectations too high, buyers will be disappointed. Beyond offering consistently high value and satisfaction, a number of specific relationship tools to develop stronger bonds with consumerism the relationship marketing by Hindustan unilever limited set value and satisfaction by adding financial benefits to the customer relationship in relationship marketing.

**EXPERIENCE OF OTHER IN USING GOODS:** -

the physical characteristic and dimension to be empha-size in the products for example a washing detergent may have different characteristics such as suds, white-ning capability, gentleness to hand and a good smell for clothes. The consumer allows marketers to find out what advantage attach to using the products in present market.

**CONSUMER VALUE IN COUNTRY** :- our country may be absolutely more efficient in the production of every goods than other country like china. It
has an absolute disadvantage in the production of every goods. But so long as
there are differences in the relative efficiencies of producing the different
goods in the two countries, we can always be sure that even the comparative
advantage in the production of those commodities in India which it is
relatively most efficient than other country’s. Our country will find that
it should specialize in those fields of production where it has a comparative
advantage, planning to import those commodities in which it has a
comparative disadvantage.

✓ SUGGESTION OF CONSUMER AND DEVELOPMENT AGENCIES:
public relation is used to promote product, people, places, ideas, activities,
organizations and strong impact on public awareness, at a mush lower cost
than advertising. The company does nit pay for the space or time in the media
rather; it pays for a staff to develop and circulate information and to manage
events nation has used public relation and suggestion to attract more consumer
, for eight invest-ment and international support.

○ ECONOMIC AND SOCIAL TRENDS OF THE ECONOMY:-income
level of that country people and place make the possible decision to create
the actual value of relation. Current international economic activity is much
wider in both scope and activity than the traditional importing and exporting
trend described by classical relationship.

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NEW TECHNOLOGICAL DEVELOPMENTS :- The shorter product life Cycles resulting from these rapid diffusion of new technologies place a competitive premium on being able to quickly introduce new goods and services into relationship market. Indeed, when products become somewhat indistinguishable because of the widespread and rapid of technologies, speed to market with innovative products may be the primary source of competitive advantage. Indeed some argue that in creakingly the global economy is driven by or revolves around content innovations. Not surprisingly, such innovations must be derived from an understanding of global standards and global expectations.

- RESEARCH NEW TRENDS OF RELATION IN PERSONAL LIFE :- in relationship market research professionals use several tools. One of the major tools is news. Research professionals find or create favorable news about the company and its products or people, sometimes news stories occur naturally, and sometimes the research can suggest events or activities that would create news. Speeches and slogan can also create product and company value in present era of relationship market. Company executives must field question from the media or giving talk at trade associations or sales meetings, and these event can build or damage the Company reputation.

- COMPETITIVE VALUE TO CONSUMER :- A sequence of firm level
moves, rivalry results forms initiating their own competitive action s and then responding to action taken by competitors. Competitive behavior is the set of competitive action and competitive responses the firm take to build or defined it competitive advantage and to improve it market position. Competitor engage in competitive actions and responses in more than single relation. Hul competing against each other in several product or geographic markets is engaged in multi market competition. All competitive behaviors that is, the total set of action and consumer Value creation in whole market. A consumer based value management has been found to lead to higher future profitability (Anderson , fornell and lehmann 1994). The customer values for goods and services are largely associated with the retail stores brands, customerservices offered there in and differ across generates in the long run. (OFEK ELIE 2002). This prompts ssi sector to enhance customer value drivers or sources including product related factors such as product quality, and product customization, quality-related factors such as responsiveness, flexibility, reliability and technical competencies and relationship related factors such as corporate image, time/effort/energy and solidarity. (37)

GOVERNMENT CREATE THE VALUE OF CONSUMER: in India, the Government must assure distributive justice to common consumers. Price

control and public distribution system of rational articles have given distributive justice to the population in bigger cities and urban areas to some extent. The government should provide proper representation to consumer bodies on various committees dealing with public distribution, pricing, and standardization and grading, quality control, price control, etc., to help evolve correct policies to protect consumer interest.

- ROLE OF RELATIONSHIP MARKETING IN CONSUMER VALUE CREATION:

Indian Economy play a role of co-operatives in consumer Protection is significant. They have served consumer needs and good relation by providing unadulterated goods at prices lower than those of private retailers. A network of relation co-operatives in middle class and labor areas for distribution of essential commodities would be far more effective in keeping price down to a reasonable level and protecting the consumers from adulteration and cheating rather than a few large centrally-situated super bazaars or sahakari bhandars. The more backward the region, the greater is the proportion of men in village-based manufacturing units and household industries in general, consumers are scattered over the whole country. They are highly disorganized. Individually, they have very weak bargaining power. They have very weak bargaining power. They are not additional handicap namely, majority of consumers are illiterate, ignorant and
usually lack information to make intelligent purchases. In many cases, they are in many cases,

- CONSUMER EDUCATION FOR RELATIONSHIP MARKETING: -- consumer education should cover effort to give opportunities in acquiring an understanding of market economy, knowledge of consumer legislation and agencies serving consumer choice.

- RELATIONSHIP BETWEEN STANDARDISATION AND CONSUMER VALUE CREATION: --

The relationship between standardization and consumer value creation is protection and considerable importance. Certification marketing, e.g., AGMARK or I.S.I. mark, informative labeling and comparative testing have assured significant protection to buyer and customers and they have gained acceptance as effective instruments to help the consumer and give the value in India.

(a) THE RETAILER AS A CUSTOMER: relationship marketing deal his retailer as a Customer each and every technical point give the actual value for more power and success full relation in future. Reputation for more growth and competitor money possibility.

(B) SELLING CONCEPT OF CONSUMER: --

This description of the implementation plans for the marketing concept makes two clear statements. First, even though customers are the new center of the universe,
they will be held at arm's length while being studied and researched. Second, the firm's marketing function is to be found in a distinctive place in the organization, a place that is to be considered equivalent to or more important than other functions, such as finance and engineering. Internally, its role is to keep the other functions informed about the customer. To add further perspective, under the selling concept the product was viewed as a constant and the customer was seen as a variable that had to be prodded, manipulated, or otherwise motivated through skillful selling and marketing. The marketing concept changed this perspective by considering the product as a variable that needed to be tailored to meet the customer's needs.
3.4 IMPLICATION OF RELATIONSHIP MARKETING FOR THE ORGANIZATION

Assuming that the appropriate structures and system are there, the organization can go about implementing its relationship marketing strategies. However, even at this stage, the organization has decision to make about the type of approach it will adopt. We have already seen that the choice between out-and-out relationship marketing and full-blown transaction marketing is not always distinct and that in practice some sort of mix between transaction strategies and relationship strategies will be required. Now here is this better illustrated than in the book of Barbara (38) When we talk about a ‘spectrum’ many people will think about the range of colours which are observed when light is refracted. These are the colours of the rainbow and are always seen in a progressive sequence like, 1 red, 2 orange, 3 yellow, 4 green, 5 blue, 6 indigo, 7 and violet. Bund Jackson’s.

That already has them, they might be described as ‘theirs for good’. It they do leave, it will be at least as hard to win them back as it was to win them in the first place. In this situation Bund-Jackson argues that a relationship-marketing approach is appropriate on the other hand, ‘always a share’ customers are those who will be happy to spread their business around, always seeking out the best offer or cheapest price or simply seeking Variety. It is suggested that these situations are better suited to transaction marketing. However, by accepting that

there are many positions in between these extremes, she describes how customers will fall closer to one end or the other, largely depending on how easy it is for them to move between suppliers. Interestingly, she also argues that customers do not necessarily stay at the same position on the spectrum. They can be suppliers or through their own investment actions.  

**GODSON**

**SERVICE AND CUSTOMER SATISFACTION** :-

Among those who were instrumental in developing the concept of RM were Evert gumnessson at Stockholm University and Christian gronroos at the Swedish school of economics. In the early 1980s they established the NORDIC SCHOOL, a group of academics and marketing practitioner interested in his development of services. Indeed, if PHILIP KOTLER (1984) can be described as the ‘grandfather’ of traditional marketing literature in the 1960s, then Evert gumnessson might be gumnessson who brought together the various thoughts on service marketing, industrial marketing, internal marketing, customer satisfaction and retention into one encompassing concept which he outlined in his seminal paper ‘the new marketing - Developing long - term interactive relationship’, which was first published in 1987. As an employee with a constancy group, he saw that even through his company seemed to ignore all aspects of traditional marketing theory, it was still very successful. He there fore began to question the validity of traditional marketing and realized that relationships were the key. As he put it, ‘if
the terrain differs from the map, trust the terrain, not the map’. As a result, much of relationship marketing theory is based on real-life case studies and advocates a closer relationship between industry and academia, encouraging ‘research where it all happens, by reflective practitioners’. In other words it is practical and based on real business experience

The value a customer delivers to the organization.

- The value the organization delivers to the customer.

In the implication of customer relationship system in organizations a business case development is critical and crucial in order to garner adequate resources and management alignment. There is a paucity of research and case studies to guide practicing customer relationship managers within organizations. Since relationship management is a strong emerging discipline of entire customer care management system there is a definite need to evolve the conceptual framework around which deployment takes place. Having got the customer, the role devolves on customer relationship wing of the organization to take care of the customer to either

* maximize revenue opportunities from contracts, consumables, up selling or cross selling
* remove any irritants during customer interactions.
* prevent customer defection.
* enhance ‘moment of truth’ experience to build loyalty.
* manage and run loyalty programmed.
* A mismatch between resource allocated and service levels desired for building customer relationship.

* Absence of financial business case and ROI for investments in customer Relationship.

* Horizontal non alignment of organizations to customer’s line of sight balance to be achieving between maximization of revenue and customer satisfaction.

**Implications of Relationship Marketing.**

(a) shift from a transaction to a relationship orientation has many general implications for businesses, four of which are briefly discussed here. First, whereas the marketing concept sanctioned a strong marketing function to inform the other business functions of customer needs, relationship marketing distributes the role of marketing throughout the firm, thus shrinking the size of the function. Even though the role expands, the function becomes smaller as the internal role of marketing shifts to that of an integrator. A conservative view of this implication is that every one in the organization should be called, as Gummesson (1996) puts it, "part-time marketers." A more radical view suggests that the marketing department is obsolete and must be completely reorganized so that the firm has the opportunity to become market oriented. States Gronroos (1994), "The psychological effect on the rest of the organization of a separate marketing department is, in the long run, often devastating to the development of a customer orientation or a market orientation."
(b) implication: - refocuses the marketing organization on customer retention rather than acquisition. Currently, on average, businesses spend six times more to acquire customers than they do to keep them. Most managers believe this is excessive, so relationship marketing steers the firm toward an emphasis on retaining customers and turning anonymous masses of people into well-defined customers actively interrelating with the firm.

(c) implication: - akin to the second one is the focus on customer selectivity, with the accompanying recognition that not every satisfied customer is a good one. Some long-lasting customer relationships, in which the customers are obviously satisfied with what they get, are not profitable for a firm, even in the long run. Part of managing relationships, then, is knowing which customers to "deselect."

(d) implication: - relationship marketing is an expanded conception of value creation. Whereas the goal under the marketing concept is customer satisfaction, under relationship marketing the focus shifts to creating value. Whereas traditional marketing thinkers, such as Petrof, rarely mention the term "value," relationship marketers consider value creation a fundamental concept upon which strategic competitive advantage is built. Previously, value was considered to be created by the supplier and then determined in the exchange with the buyer. Under the marketing concept, the job of marketing is to satisfy a customer through the value obtained in the exchange (transaction). In relationship marketing, however, supplier and customer organizations recognize that through interdependent, collaborative relationships, they are able to create greater value
than they can through independent arm's-length exchanges. Procter & Gamble and WalMart, for example, have joined hands to slash overall costs of production, distribution, and inventory. Such value is passed along to the consumer, who rewards the companies with loyal patronage.
3.5 ROLE OF INFORMATION TECHNOLOGY IN BUILDING MAINTAINING AND ENHANCING RELATIONSHIP

The importance of customer relationships in marketing, particularly the business-to-business (B2B) sector, is well-documented in building relationship in market (GRONROOS, 1994; GUMMESSON, 1997; MATTSSON, 1997; PALMER, 1997; PAYNE, 1997; RAVALD & GROONROOS, 1996; SELNES, 1995).

Against a backdrop involving a change in emphasis within marketing science and practice from a prescriptive use of what are termed marketing mix elements to a relationship perspective, the Internet (NET) and its graphical face the World Wide Web (WEB) are now causing a further paradigm shift. Since the beginning of commercial use of the web in 1994, the science and practice of marketing has shown it is no less immune to the advance of this disruptive technology than any other aspect of commerce and government (DOWNS AND MUI 1998; PATTINSON AND BROWN 1996; SLYWOTZKY 1996).

We are living today in an information environment where information has become vital for decision making for every body, whether in an office or workshop or business at the right time is needed for development of relationship. Just like the term ‘population explosion’, this refers to the alarming the present growth of population. The information explosion draws over attention to the
exponential growth of information. The internet facility has proved to be the greatest contribution of information technology.

Networks in India like **ERNET, NICNET, INFLIBNET, DELNET, CALNET & etc** are all concrete illustration of contribution of information. Information technology has helped us to over come to the barriers of time and space in communication. It is a blessing of science and technology of the present century to mankind. The accessed from any nook and corner of the world in no time Information highways and information superhighways have made information Delivery system immediate, attractive and even economical in the long run. The terms of relationship information technology is forcing companies to transform themselves. The concept of electronically networking customers, suppliers, and partners is now a reality. The internet is pushing corporations out of their traditional boundaries. The traditional separation between suppliers, retailer themselves. The concept of electronically networking customers, suppliers, and partners is now a reality. New channels are changing market access and branding, causing the disinter mediation of traditional distribution channels. By working directly with the customers, companies are able to avoid the usual distributors, thus forming close relationship with the end users, improving service,
and reducing costs. Competition is changing new technology-driven firms plus older traditional competitors are exploiting the internet to become more innovative and efficient. The internet is pushing corporations out of their traditional boundaries. The traditional separation between suppliers, manufacturers, and customers is becoming blurred with the development and expansion of extranets, in which cooperating firms have access to each other’s internal operating plans and processes. A current trend in corporate information system is the increasing use of the internet for relationship marketing, intranets for internal communication, and extranets for logistics and distribution. An internet is an information network within an organization that also has access to the external worldwide internet. Internets typically begin as ways to provide employees with company information such as list of product prices, fringe benefits, and company policies. They are then converted into extranets for supply chain management. An extranet is an information network within an organization that is available to key suppliers and customers. Tracking potential online customers is the rational for customer relationship management. Every time a person clicks on a banner or views a product on the internet, website operators add this information to that person’s digital trail. The user does not have to purchase anything because a decision not to but is almost as important as a decision to buy. The data is used to answer question such as, “why did the customer visit our site but not buy our products? Is our
checkout Process too long? Did the customer come from an affiliate site? Should we have offered this person a discount or special offer?” the answers to these questions can strongly influence a company relationship marketing functional strategy.

The internet has become a household term in much of the world the fantastic growth of the net – more then doubling in every month is exciting. Many predict that in only a few years. Internet connectivity will be available by right in much the same way as having Access to a telephone is how considered a basic necessity of life. People all around the world are communicating via electronic mail. The emergence of the internet heralded a new opportunity for customer relationship building. For one thing, search engines made it easier for customers to find online merchants and interact with them. And, once found, those merchants’ offered customers more streamlined ways of ordering and receiving products and services. Moreover, the internet simplified bi-directional communication, for the first time offering a better way for consumers to relay personal information to the merchant. Instead of waiting to be mailed a form to open an account or order a phone line, a prospective customer needed only to send an application through cyberspace, resulting in shorter delivery time, improved accuracy, and quite often a higher positive perception. In fact, the internet is an environment of zero latency, offering real-time information and often on-demand product delivery. Internet users
appreciate not having to go out of their way to buy what they want, and the simpler
the process, the higher the potential for customer satisfaction. (40)

- IMPORTANT TOOLS OF MAINTAIN THE ENHANCING

  RELATIONSHIP:-

  SPEED EFFECTIVENESS AND RELATIVELY LOW COST:- less time
  and money is spent on printing reams of paper and disseminating it to
  employees who often just dump it in the trash.

  ELEMINATION OF TIME AND SPACE BARRIERS :- people can find
  answer to their questions regardless of the time or the location.

  CANUSE EXISTING INFRASTRUCTURE: - once a firm has the hard
  ware in place to use the internet. It is very easy to create an intranet.

  EASY OF USE :- accessing information on an internet is much simpler and
  faster than digging into file cabinet to find policy folders or calling friends
  to find an expert on a particular problem.

  ENHANCE PRODUCTIVITY:- the time spent in searching for information
  is significantly reduced.

  INFORMATION AND RELATION NEED TO BE CONTINVOLLY UP
  DATED: - noting is more frustrating then being sent to a site that is no
  longer operating or that contains out-of-date information employees need to
  be periodically remained to update their resumes.

  TECHNOLOGY IS CONTINUALLY CHANGING AND MUST BE UP-
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DATED OFTEN: - the increasing use of virtual work teams is pushing the development of video and voice systems on computers, requiring investment in newer more powerful and faster personal computers and workstations.

- TECHNICAL SUPPORT IS NEEDED TO MAINTAIN THE RELATION:- people must be trend on how to use it some one must monitor what people put on the internet, such as resumes to ensure that the information is correct.

The internet is becoming essential for research and development in today’s world. Cross functional collaboration with colleagues around the world is possible only with modern communication. The trend how is to decentralize operations, to build idea factories, or relationship marketing. This is a way to bring the start up mentality inside the relation. Companies like airtel network and procter and gamble are adopting this knowledge market “approach to innovation. P&G has created a CORPORATE NEW VENTURES (cnv) unit as an autonomous idea lab with a mission of encouraging new ideas for product and putting them into speedy production. Ideas bubbling up from panda ganeble world wide work force of 120,000 people are routed to the (cnv) Innovation panel via my idea, a corporate collaboration network.

- CURRENT AWARENESS SERVICE (CAS):- Current awareness service is one of the important functions of relationship marketing. It is aimed
at the quick dissemination of current information to the user.

**NEED AND PURPOSE:** - The basic purpose of providing current awareness service is to help the clientele well informed of the latest information in their areas of interest. It brings to the notice of the user new ideas and new problems to be solved and new approaches and techniques.

▶ **THE SERVICE INVOLVES:**

(a) Scanning of the document immediately on receipt.

(b) Selection of items relevant to the needs of the organization.

(c) Notifying items of interest to the individuals.

It may be understood that current awareness service is an announcement mechanism usually in documentary form recent development in that area shown in current awareness list.

◊ It is not meant for answering any specific query, but to offer a broader view current development.

◊ Speed and timely action are the essence of current awareness service. The internet is becoming essential for research and development in today’s world. Cross functional collaboration with colleagues around the world is possible only with modern communication. The trend how is to decentralize operations to build idea factories, or relationship market. This is a way to bring the start-up mentality inside. Companies like airtel network and procter
and gamble are adopting this knowledge market approach to innovation. P&G has created a corporate new ventures (CNV) unit as an autonomous idea lab with a mission of encouraging new ideas for product and putting them in to speedy production. Ideas bubbling up from pond gamble world wide workforce of many people are routed to the (CNV) innovation panel via my idea, a corporate collaboration network. Corporations are increasingly adopting information systems strategies in that they are turning to information system technology to provide business unit with competitive advantage. Multinational corporations are finding that the use of a sophisticated intranet for the use of its employees along them to practice follow the SUN MANAGEMENT. In which project team member living in one country can pass their work to team members in another country in which the work day is just beginning. Thus night shifts are no longer needed. The development of instant translation software is also enabling workers to have online communication which coworkers in other countries who use a different language. Many companies are also attempting to use information system to form closer relationship with both their customers and suppliers through sophisticated extranets. Analytics software creates information from data gathered from a number of customer touch points, both online and off-line. Combining demographic data with sales and buying information from customer
records can indicate how purchases vary by demographic group online activity records can tell what particular group of customer buy, what web pages they tend to visit and their taste. E-marketing software is used to keep track of which marketing companions’ succeed and which fail on relationship marketing programs. Personalization software allows business to offer product uniquely relevant to the individual visitor to a website by creating a website experience tailored to that individual yeast. The company uses a customer’s address, record of previous purchases, sites visits and other information to decode of the customer is price-sensitive. If the software puts the customer in a relationship category the customer is offered a low price. Using a customer’s code, phone centers or website route customer to different queues. The most profitable customer has fees waived and receives special offers the typical customer does not know exist. Today we have hot news about MICROSOFT office 2010 will come packed with tools customizable templates color schemes and photo editing capabilities. Life camcinema. A 720p high definition sensor the camera. The final implication of the internet’s reach is on the structure of businesses themselves. As GUMMESSON (2002) points out, if the organization is dealing with its customers online, then its personal no longer have to be present in the location where the transaction takes place. On line transactions such as electronic money transfer maximize value (DONALDSON and
O’TOOLE, (2002) by reducing overheads however, this too can bring problems as many customers have reacted negatively to the impersonal nature of such business. We shall explore this area in greater depth shortly when we look at E-RELATIONSHIP in B2Cmarkets (41)