

Admire Customers: The Optimistic Approach of Businessmen

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Abstract — Trading industry is either retail or wholesale organized on partnership or individual basis or a group of individual basis. Today the trading industry is playing the vital role to render the service to common customers. A business organization owned and operated by individual or group of individuals for their mutual benefit and to meet their common economic, social and cultural needs and aspirations through jointly or individually controlled enterprise. The Ministry of Commerce and Industry administers two departments, the Department of Commerce and the Department of Industrial Policy & Promotion. The department is entrusted with formulating and implementing the foreign trade policy and responsibilities relating to multilateral and bilateral commercial relations, state trading, export promotion measures, and development and regulation of certain export oriented industries and commodities. Trading industry is developing and implementing business strategies and supporting technologies that close the gaps between customers and trades industry to satisfy the customers. Nowadays giving the respect to the customer is very much important to develop the businesses forever.

Key Words — Trading, Respect, Customer, Businessmen, Admire

I. INTRODUCTION

In trading it may or may not prove to be the answer to providing excellent customer care, but the philosophy of putting customers at the heart of our business is definitely a step in the right direction. Indian Trading industries has been trading and merchandising cotton, oilseeds, grains, pulses, animal feeds, nuts and various agro based products in all the markets and to the customers in major consumptions from two decades. Customer focus can be achieved by relatively new concept wherein all the activities involved are aimed at creating value for the customers. Customer Relationship Management is a business strategy in trading to create good culture among society and market. That's where the real value of CRM lies, harnessing the potential of people to create a greater customer experience. Customer Satisfaction is the management approach to build internal and external relationships that increase profit and happiness among customers. The principal theme of Customer Relationship Management is that customers who receive more than they expect from trading organization end up being satisfied. Satisfied customers who develop the history of positive interactions. CRM provides service information to customers; identify customer's expectations in terms of quality and service. It helps to identify potential problems, provide a fast mechanism for handling problems and customers complaints. Customer is a main attribute in the business system and it is the duty and responsibility of every trading industry to deliver right quality of service and

customer should be satisfy with the trading industry to deliver maximum benefits . One of the ongoing challenges that to build up successful business to optimize customer satisfaction. Trading organizations are facing many problems like global competition for raw material, transport, technology etc. In order to meet these obstacles, customer satisfaction is the central approach of every trading industry.

Sr .No	Expectations from Customers	Response		
		(Figures are in Percentage and out of 100)		
1	Infrastructure	Not Good	Average	Very Good
		9	23	68
2	Employees Attitude towards Customers	Not Good	Average	Excellent
		15	16	69
3	Business Services	Very Slow	Moderate	Fast
		9	10	81
4	Given Respect to Customers	Fair	Good	Outstanding
		7	24	69
5	Listened complaints from customers	Not Listen ed	Very Fair	Listened
		11	13	76

Objectives

- 1) To study the expectations of customers from trading businessmen.
- 2) To identify whether the Respect given by businessman and customers satisfaction

II. RESEARCH METHODOLOGY

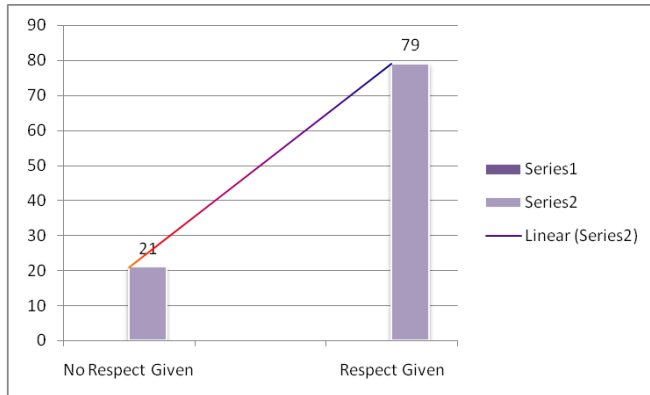
The descriptive type of research has been conducted. The sample size is 100. Data collection was done by simple random sampling, structure questionnaire and personnel interviews with customers. For secondary data some reference books are used. The statistical methods used such as Chi-Square method and percentage distribution method.

Data Analysis

Table 1: Shows the expectations of customers from trading organizations.

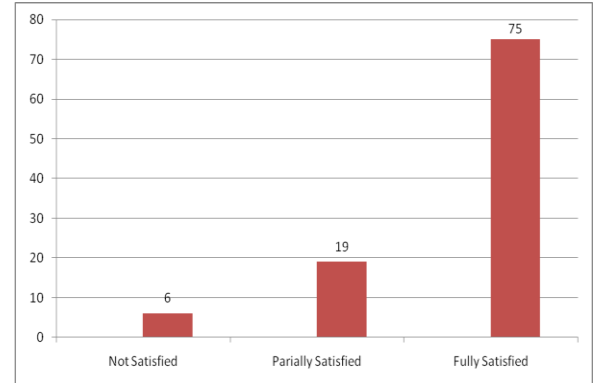
From table 1, it observed that the most of the trading organizations maintain their trading ethics and attitude regarding customer's services. Very few industries are unable to give right quality services like customers complaints, if employees attitude is right, they can at least listen the customers complaints. The positive approach is very necessary in employees to solve (76) the customer complaints. If complaints solved, the customers becomes very happy and these customers will spread the positive message about the trading organizations. Most of the (79) businessmen are giving the respect to their customers. Each and every businessman should consider the customers' expectations and needs and should fulfill the expectations of customers.

Graph: 1 The graph shows the respect given to customers.



If you give the respect to customers, he will always keep in mind about your products and services provided. Therefore customer's satisfaction and self respects are the two sides of business services. The businessmen are to maintain it to develop their business forever. It is the culture of every Indian human being to give respect and pleasure to the customers.

Graph 2: Graph shows the customer satisfaction about the services provided by trading industry.



From Graph 1, it concludes that, 75 percent customers are fully satisfied with the services provided by trading industry. Very few customers 6 percent customers are not satisfied because they are not get any services like hospitality, their needs are not solved or time required more to solve the needs. Some customers are received some services, which are 19 percent partially satisfied. Every trading sector is to take care of their customers. Otherwise they will move elsewhere. They cannot come back to you. You will lose the customers. Because there are many number of competitors in the market. They are waiting such customers.

Findings

- 1) Customer services are not standardized as per rules and regulations the Directorate of Commerce and Industry, India.
- 2) Business employee's attitude found sustainable.
- 3) Infrastructure is well.
- 4) The respect given to customers was very good, therefore customers are also satisfied.

Recommendations

- 1) The Ministry of Commerce and Industry should make compulsory to all businessmen to maintain standard. .
- 2) It is necessary to give compulsory training to all employees to develop their attitude, work culture.
- 3) Infrastructure should be more standard.
- 4) It is the culture of every Indian, to give the respect and maintain hospitality, because respect is command not demanded.

CONCLUSION

The trading industry sector suffering from various issues like transport, continuously increasing costs of materials etc. Therefore the customers' expectations towards the best services are very important. The competition is very stiff. To survive all the way through the financial competition it is very important to have

compulsory discipline. Always focus on the customer centric approach. Try to identify the customers, create customers database, maintain the relations with customers and give them the respect. It is very essential to create customer relations and maintain it for all the moment .Respect is always optimistic approach help to all businessmen, better to generate right results , right relations and on the right path.

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