



MARKETERS PERCEPTION TOWARDS INTERACTION WITH CUSTOMERS (DURABLE GOODS) IN TIRUPUR CITY

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Abstract: The high competitive modern market has witnessed a resurgence of business and product development and in the way the marketers interact with their customers. This article reports on research assessing the performance impact of the intensity of customer interaction in different stages of the sale the characteristics of the customers involved in the same. The research is based on field interviews and statistical analyses of a sample in the durable goods market. Results indicate that customer interaction during certain stages of the sales development process has a positive impact on business success. The characteristics of the involved customers have a significant effect.

Keywords: Customer, satisfaction, customer interaction, durable goods.

I Introduction:

Customer focused marketing is the process of determining customer needs and wants in order to drive the working force behind the company's products or services. This can be achieved through good interaction with the customers. The organisation must determine key factors about its customers in order to steer its marketing approach. Being customer oriented puts a firm in a better position to help the customers, in an honest way. A customer will sense and see that the firm making an extra effort to understand the situation at which they are and to really understand them to be better able to help them get where they want to be. Durable goods are consumer goods that have a life span of over three years and are used repeatedly over time. Bicycles and refrigerators are considered durable goods. Durable goods derive their name from the fact that they last in value for a relatively long time. Consumers are exposed to a diversity of durable products, which varies in price, quality, features, appearance and size. An individual's wealth is preserved by spending a high proportion of their income on durable, investment, or capital goods, because the goods retain their economic value for longer periods of time.

Customer success is a business method that uses their product or service to help customers achieve their objectives. It's relationship-focused client management that aligns the customer with the company's goals-igniting beneficial outcomes for everyone involved. There are typically four stages of the customer journey: awareness, consideration, decision, and loyalty. Each stage has its own set of challenges and opportunities for marketers. Having a focus on the customer. customer-centric. client-centric. client-focused. customer-oriented. A customer-centric culture places the customer at the epicentre of everything the company does. The primary goal of these customer-focused companies is to drive customer satisfaction, not increase profits and build on shareholder expectations which can be highly achieved through customer interaction. Organisation should understand consumer behaviour in order to attain industrial success. The relationship between the consumer behaviour and marketing strategy is stressed because successful marketing strategy is dependent on the understanding on consumers' behaviour. The focus of the marketing department is to understand the needs and demands of the consumer and translate those needs into superior quality products. The consumers buying decision serves as an indication of how well the organizations' marketing suits the market demand. Therefore marketing starts and end with consumers.

II Objectives of the study

- To analyse the key indicators of customer satisfaction.
- To study the importance of customer interaction in modern day marketing of durable goods.

III Review of Literature

Gomibuchi, S. and Mann, R. (2007) "Best practices in achieving a customer-focused culture". This paper reports on the first consortium approach to benchmarking that has been used within New Zealand; it shares some of the latest best practices in customer focus.

Sam Walton, Waldemar Founder (2016) "There is only one boss, the customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else." – Instead of a goal of maximizing performance measured in terms of financial metrics, the goal of an organization should be to add value to, and delight the customer, as financial success follows from persistent efforts to provide a unique value to customers.

Sanderson, D.C. and Read, D.C. (2020) "Recognizing and realizing the value of customer-interaction property management" Customer interaction is described as the set of beliefs that put the customers' interest first, while not excluding those of all other stakeholders such as owners, managers, and employees, in order to develop a long-term profitable enterprise.

Tainted et al., (2013) Customer-focus is also defined as organizations' concerns with their customers' needs, wants, and expectations and their strong commitment to understand and satisfy them in a proactive manner for long-term growth. The ultimate objective of customer focus is fulfilling customer expectation

Bhatt, G.D. and Emdad, A.F. (2010), "An empirical examination of the relationship between information technology (IT) infrastructure, customer focus, and business advantages", Journal of Systems and Information Technology. The paper exemplifies how infrastructure can influence customer focus and thus affects directly and indirectly business advantages.

Kennedy et al., (2002). Organizations can truly embrace customer interaction and their satisfaction only if they entrench it as a culture throughout their organization.

IV Statement of the problem

Marketers attitude towards customer interaction in durable goods in tirupur city is taken into consideration. The satisfaction of the consumer is an important factor to evaluate the success of the firm. This can be achieved through customer interaction. Satisfaction is the feeling of pleasure or disappointment one experiences after comparing the perceived performance or outcomes of a certain product within his expectation. Customer centric firm aims to attain the same. The study was restricted to 100 respondents and convenient sampling technique was adopted.

V Research Methodology

The study is an analytical one based on the sample survey method employing both primary and secondary data. Survey method involves description, secondary analysis and interpretation of the condition that exists and also some type of control and comparison that may attempt to discover the relationship that exists between the existing and the non-existing variables.

(a) Research Design: To analyse the marketers perception on customer interaction in durable goods market descriptive research design was used. Primary data was collected with the help of questionnaire and interview schedule method.

(a) Sample Design: Our target population involves the marketers on durable goods. 100 marketers were selected through convenience sampling from Tirupur.

(a) Tools: The statistical tools used are simple percentage, Rank analysis and chi-square test.

VI Analysis and Interpretation

The Process by which the data gathered in qualitative research and by which the emergent knowledge is applied to clients' problems. This data often takes the form of records of discussions and interviews.

Table 1: Demographic Profile of Respondents

Profile	Label	Percentage
Educational Qualification	School Level	19
	Diploma	22
	Under Graduate	45
	Post Graduate	14
Total		100

(Source: Primary data)

As per the demographic Profile on educational qualification the under graduate computed to 45%, Diploma holders were 22%, school level was 19% and Post Graduate computed to 14%

Table - 2: Nature of Ownership

Ownership	Percentage
Proprietorship	42
Partnership	33
Private Ltd company	25
Total	100

(Source: Primary data)

42% of the durable goods marketers nature of organisation is proprietorship, 33% of the marketers are partnership firm and 25% of them are private Ltd company.

Table -3 : Product Updation in store

Period	Percentage
Weekly	23
Fortnightly	55
Monthly	22
Total	100

(Source: Primary data)

55% of the marketers update their products fortnightly, 23% update their product weekly and 22% update monthly only..

Table - 4 : Rank the factors that induces stability

In competitive modern market

Factors	Rank
The concern to maintain good relationship with customer	I
The after sale service	V
Experience staff to explain the product	IV
Long years of experience in business	II
Deliberate shop hours	VI
Good margin for customer	III

(Source: Primary data)

The first rank was secured by the factor maintenance of good customer relationship, Long years of experience and Good margin scored the second and third rank respectively, fourth and fifth rank was assigned to experience staff and after sale service, the sixth rank was assigned to deliberate shop hours.

Table - 5: Relationship between qualification vs product updation in store to present trend

Ho: There is no significant association between the qualification and product updation to present trend in store

Product updation	Weekly	Fortnightly	Monthly	Total
Qualification				
School Level	9	11	12	32
Diploma	4	7	16	27
Graduate	5	10	3	18
Post Graduate	10	7	6	23
Total	28	35	37	100

The P-value is 0.0010906. The result is less than $p < 0.05$. The chi-square statistic is 12.97.

The calculated value (12.97) is higher than the table value at 5% level of significance, the hypothesis is rejected. Hence, there is significant association between the qualification and product updation to present trend in store.

VII Findings

- Most of the marketers 45% have done under graduation.
- 42% of the durable goods marketer is proprietorship concern.
- Majority of the marketers have 55% update their products fortnightly in durable goods market.
- Most of the marketers felt that their concern to maintain good relationship with customer is the major factor for their stability in this competitive modern market.
- There is significant association between the qualification and product updation to present trend in store.

VIII Suggestions

- Customer interaction importance should be educated to all staffs in a concern.
- The buyers must take into consideration all the facilities and benefits they can avail.
- The sellers must always give importance to after sale service.
- Developing a strong sense of confidence and need for interaction among marketers and customers to utilize all options available is the need of the hour.

IX Research Implications and Conclusion:

Customer interaction and care, involves the use of basic ethics and any organisation who wants to have success and growth, needs to remember, that in order to do so, it must begin with establishing a code of ethics in regards to how each employee is to hand the dealing with customers. Customer interactions are a valuable source of data. They can help teams discover customer pain points, how to increase customer satisfaction, and what steps they need to take to create an overall better customer experience. It provides customers with a platform to air their concerns and reservations about their experience with the products. The company may take these complaints and find ways to improve the product or service to provide their customers with improved customer satisfaction and experience.

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