

CHAPTER-I

INTRODUCTION

1.1 IMPORTANCE OF THE STUDY-:

Marketing plays a vital role in each and every business activity. Now It's customers – centric market unlike yester years that was basically seller centric market. In Present scenario of Liberalization, Privatization and Globalization. Marketing has undergone great challenge to meet out with competitiveness, changing needs of customers and changing market situation focus also has been slowly shifted to Customer Relationship Management or Marketing. Marketing concepts and practices have been gradually moving into service industries. We live in a service economy. Just as there was a shift from the factory, the shift has now been from manufacturing to service. As per of developed countries, services account for around 75 per cent of jobs and 70 per cent of the GNP capital is from services, and not from goods manufactured or produced. If an industrial society is defined by the quantity of goods as making a standard of living, the post-industrial society is defined by the services and amenities like health, education, recreation, arts and entertainments which are now deemed desirable and possible everyone for all-round self-development. Service is no longer an industrial by-product, but has become a powerful economic engine in its own right. The growth in economy is in services, where the jobs are and the energy is services. In the next ten years services are expected to provide 90 per cent of all new jobs. In

the service business we have Government sector, private non-profit sector and business sector offering wide variety of specialized services. Even in the manufacturing sector we have service providers such as computer operators, management experts, accountants, legal experts, etc. In the marketer's offer, we may have a pure tangible article, e.g., soap, salt or a tangible goods with a few supplementary after-sale services, e.g. lawyer, management consultant, psychologist, travel agent, chartered accountant. When a customer buys a service in the market, he buys the time, knowledge, skill or resources of some one else who is the provider or supplier of a service. The buyer receives satisfactions or benefits from the activities of the provider who may be an individual, a firm or a company, i.e. , an institution specializing in selling certain benefits or satisfactions.

Many organizations and in particular those marketing industrial Goods lump services with goods while reporting revenue. The hidden services which are lumped with goods include erection and commissioning of equipments, maintenance, training of personnel etc. In our economy, this part of services is not reflected separately. Marketing is a function of by which a marketer plans, promotes and delivers goods and services for customers and clients. In the context of marketing of services, we can say that marketing is the creation and delivery of a profit to the supplier or provider of a service. When marketing is defined as the creation and delivery of a customer-satisfying services at a profit to the supplier or a provider of a service. When marketing is defined as the creation and delivery of standards of a living to the society, the role of customer-satisfying services assumes unique importance in the customer-oriented marketing

approach. In the sale of a services to customers, what is important is that customers be satisfied, that their needs and wants be fulfilled by the providers of a services.

Customer Relationship Marketing is powerful engine to capture Targeted customers. Due to CRM Company can obtain detailed information about individual customer that can be used for better marketing. The major objective of a 'relationship marketing' is to turn new customers into regularly purchasing clients and taken to progressively move them through being strong supporters of active and vocal advocates for the company.

The development of a closer, long-term relationship with customers is particularly important in certain types of service operations completely on one occasion, for instance, certain treatment at the dentist requires several visits, or a problem with a car which requires more than one visit to machenic. Similarly if the service itself is highly decision to pay for the service of one provider in preference to another. If there is little tangible evidence available to assess the quality of the service on offer to customers frequently turn to the provider they have used before, whom they can trust. Globalization has increased competition in the passenger car industry. It is important for auto car-maker firms to have competitive advantage so that they can meet the consumer expectations well and command the position of leader in the business.

1.2 OBJECTIVES OF THE STUDY :-

1. To study service as a system and levels of customer contact.
2. To study various types of a after sale service in Mai Hyundai, Sangli.
3. To understand service package, customer expectation, facility design and Lay-out in Mai Hyundai, Sangli.
4. To understand customer power, customer delight and Customer.
5. To acquaint with marketing of services in Sangli city and to Maintained relationships, proper relationship maintained and contacted with the customers and competitors. A proper alignment of customer.

1.3 NEEDS OF THE STUDY-:

The Indian Passenger car industry has seen the emergence of tremendous choice available to the customers in almost every segment of cars. To retain the existing relationship as well as develop new consumers, Customer Relationship Management (CRM) has emerged as a key activity. In the passenger car sector, firms have implemented many innovative CRM programmes to retain the customers. The purchase of car tends to be a major decision as the investment required heavy. Major players in the passenger car sector aim the customer over the lifetime of the cars, another from them again while replacing the first car that the firms signal to the customers of the importance they attach to them and their relationship. This often includes recognition of the customer as a member of the co-familier with all efforts being made to with his/her trust expectations and by alignment of the firms offerings with the customer.

1.4 HYPOTHESIS OF THE STUDY-:

Since the proposed study is related to the Service Marketing and Customer Relationship Marketing. It is proposed to formulate and test the validity of the Hypothesis on the following lines.

1. Mai Hyundai, Sangli Branch is giving best after sale services to the Customers.
2. In Recent times, there is remarkable progress in selling Motor Cars.

1.5 METHODOLOGY OF THE STUDY-:

With a view to achieve the specified objectives and testing of the Hypothesis the entire investigation will be carried out in following manner.

Methodology both descriptive and secondary data and few primary information Method are adopted with view to achieve the prescribed objectives. The choice of sample for the purpose of this study a purposive and random sampling method and techniques are used. The Researcher has selected five percent from the total population in the reference year. My Hyundai, Sangli sold out 298 car models in the year 2006-2007. The Researcher has selected 2006-2007 as reference period. The survey was conducted during 2006-07 at the outset the respondents.

- I) Collection of Personal Information through Structured Questionnaire and Personal Discussions with respondents.
- II) On the spot Observations.

III) Collection of Information regarding through Journals,
Pamphlets of Hyundai Motors.

1.6 LIMITATIONS OF THE STUDY-:

The researcher is keenly aware of the limitations of the study. This study is limited to the Sangli City and therefore, it is improper to claim that the findings would be representative of the situation pertaining to the Motor Car Dealers in all parts of the country. Another Limitation of this Study is that it relies on the opinions given by respondents. The main focus of the study is on organisation i.e. Mai Hyundai, Sangli.