

Project Dissertation
On
CRM in Fashion Companies for men's wear

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CERTIFICATE FROM THE INSTITUTE

This is to certify that the thesis titled “**CRM in Fashion Companies for men’s wear**” is a bona fide work carried out by **Mr. Shubhankar Gaurkar** of MBA 2013-15 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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DECLARATION

I **Shubhankar Gaurkar**, student of MBA 2013-15 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that thesis report on **“CRM in Fashion Companies for men’s wear”** submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

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Class of MBA (2013-15)

EXECUTIVE SUMMARY

The Fashion industry is a highly discussed issue today, and as it is very competitive, the awareness among consumers, especially male consumers, has increased. It was evident that creating customer relationships enables Fashion companies to maintain a competitive position in the market. Also, it was believed that since men tend to stay loyal and are hesitant to purchase apparel from new stores, developing and maintaining relationships with them is crucial.

The aim of this thesis is to determine what a customer-supplier relationship in Fashion companies for men's wear is and when it exists, in order to identify the most important aspects when developing and maintaining this relationship. In order to fulfil the purpose of this thesis, semi-structured interviews were conducted with managers (at different hierarchical levels), and salesclerks of the chosen case company. The theoretical areas that were used in this thesis consisted of theories regarding Customer Relationship Management, Fashion management, Customer-supplier relationships, Consumer behaviour, Customer satisfaction, Communication in Fashion etc. The existing definitions of relationships do not identify a customer-supplier relationship in Fashion retailing. Therefore it is necessary to introduce a new definition for a customer-supplier relationship in Fashion companies for men's wear, namely semi-intimate relationships. These relationships are long term relationships that are characterized by frequent personal interactions, personal information exchange, and a shared mode of thinking, two way commitment and mutual values beyond monetary terms. Moreover a semi-intimate relationship exists when the customers are included in the company and interactions are on interpersonal levels. Furthermore, a semi-intimate relationship does not exist through one action; it is rather developed through a series of actions. It was also determined that a customer focused culture, trust, commitment and loyalty, employee satisfaction, customer satisfaction, adding value through benefits and communicating the brand to the male customer are the most important aspects when developing and maintaining semi-intimate relationships. Finally it was found that sales force is one of the most important factors, when developing and maintaining semi-intimate relationships.

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION OF THE PROJECT

1.1.1 CUSTOMER RELATIONSHIPS MANAGEMENT (CRM)

This thesis studies CRM in Fashion firms for men. CRM may be a system for managing a company's interactions with current and future customers. It usually involves information technology to arrange, automate, and synchronize sales, marketing, client service, and technical support. The business approach CRM arose within the late Nineties from the principles of relationship selling and it became a well used strategy by managers among every kind of industries. This strategy contains 3 main areas; technical solutions, IT associate degree web solutions and an approach to manage client relationships. CRM as associate degree approach to manage client relationships is seen as associate degree perspective and a worth that's placed in businesses and relationships between firms and their clients so as to boost customer value, increase profitableness and maximize shareowner worth. The muse for CRM, specifically relationship selling, is derived back to the Eighties once the dynamics of the markets were apace dynamical. At that point the necessity for brand new methods so as to maximise sales and increase shareowner worth was evident because the growth among several markets had haltered. Companies have to be compelled to keep near their customers to make relationships of mutual worth. This strategy is important for all market homeward firms, This goal is additionally important for firms among the style trade, because it typically is that the case among industries, managing a Fashion company with success needs shut relationships to customers so as to forecast future shopper trends and to develop a suggestion system that's not solely market homeward, however conjointly one that matches the chosen client phase. Zara is associate degree example of a Fashion multiple grocery store that concentrates on developing and maintaining shut relationships to its client. By doing this, the corporate is in a position to spot client preferences that square measure later utilized by the planning team so as to supply the customers with merchandise that suit their preferences; stress ought to be placed on rising the amount of service offered by Fashion firms making relationships with key customers so as to rationalize the supply is one among the vital problems within the rag trade.

1.1.2 CHARACTERISTICS OF CRM

1. Relationship management is a customer oriented feature with service response based on customer input, one to one solutions to customers' requirements, direct online communications with customer and customer service centre that help customers solve their issues.
2. Sales force automation can implement sales promotion analysis, automate tracking of a client's account history for repeated sales or future sales, and also coordinate sales, marketing, call centres, and retail outlets in order to realize the sales force automation.
3. Use of technology is about following the technology trend and skills of value delivering using technology to make "up to the second" customer data available. It applies data warehouse technology in order to aggregate transaction information, to merge the information with CRM products, and to provide KPI (key performance indicators).
4. Opportunity management helps the company to manage unpredictable growth and demand and implement a good forecasting model to integrate sales history with sales projections.
5. CRM in developing and maintaining client relationships.
6. Increasingly CRM is expanding outside of the core sales and marketing areas and systems are available that incorporate support and finance data also into the CRM view that a user gets, enabling a wider holistic view of a customer from one screen for a user.
7. Customer relationship management systems track and measure marketing campaigns over multiple networks. These systems can track customer analysis by customer clicks and sales.

1.2 OBJECTIVES OF THE STUDY

The Fashion business may be a extremely mentioned issue nowadays, several brands with completely different designs exist today; the business is very competitive, resulting in the increase of awareness among shoppers; what is more the style business for men is increasing earlier compared with the one for girls or youngsters

as a result of the actual fact that the attention and interest for Fashion among men is increasing to see the importance of client relationships in Fashion firms and to spot an acceptable case company a preliminary analysis was performed in a manner International Ltd. A Fashion merchant for each men and girls declared that developing and maintaining relationship with key clients permits the corporate to take care of a competitive position within the market and increase customer price. what is more, men have an inclination to stay loyal and regular customers whereas ladies modification brands a lot of oft shopper behaviour among men and girls differs well. This ends up in completely different relationships towards customers counting on gender. The distinction in client relationships to men and girls is that the incontrovertible fact that men tend to remain loyal customers and square measure a lot of hesitant to buy apparels from a replacement store. Therefore, making relationships to male customers is harder, compared to ladies, as men typically continue shopping for garments from equivalent stores while not having a desire for modification. However, since relationships to male customers may be a troublesome task, developing and maintaining these relationships is crucial so as to achieve loyal and regular male customers. Therefore, CRM in Fashion firms for men's wear a remarkable focus for this thesis, the subsequent queries square measure principally targeted during this thesis:

- I. what's a customer-supplier relationship in Fashion firms for men's wear, and once will it exist?
- II. What square measure the foremost necessary aspects for a Fashion company for men's wear, once developing and maintaining relationships to its target customers?

1.2.1 PURPOSE

The aim of this thesis is to determine what a customer-supplier relationship in Fashion companies for men's wear is and when it exists, in order to identify the most important aspects when developing and maintaining this relationship.

1.2.2 CONTRIBUTION

This thesis is of nice interest for any company among the style business and notably for Fashion firms for men that wish to achieve data concerning the employment of CRM in Fashion management. Moreover, the end result of this study may be used throughout the management hierarchy, from prime or middle managers to store managers since the empirical findings are gathered from totally different managers and salesclerks, resulting in the actual fact that the results are applicable throughout a corporation. Finally, this thesis can give a reader with an outline of CRM in Fashion firms and it will so be of significance to anyone that's inquisitive about learning additional about CRM and Fashion management and the way these subjects are connected.

CHAPTER 2: LITERATURE REVIEW

2.1 CRM & FASHION MANAGEMENT

There square measure many various definitions of CRM, several believe that the thought could be a ADP system that firms use to store client data so as to produce customers with made-to-order offers, whereas others believe that it's a technique to manage client relationships so as to form investor price.

CRM could be a business approach that seeks to enhance a company's client price and profit by developing and maintaining relationships with customers that square measure fastidiously targeted so as to extend investor price. Some writers refer CRM because the method of desegregation the concept of client focus in selling, service, sales, production, logistics, and economy; in different words, the whole company's organization and activities. CRM are often thought-about as a shot that an organization makes so as to know and influence client behaviour through significant communication, the aim of this strategy is to enhance client retention, client loyalty, and client profit conjointly the hassle needs to embrace the whole organization and not simply elements of it; it's a holistic approach that integrates internal leadership, culture, structure, business processes and data systems with external client bit points. CRM is entirely concerning knowing a client fine, in order that his or her wants and wishes are often consummated. He argues that each company's goal ought to be to own glad customers in order that they continue to be loyal.

The main and central thought, no matter that definition one chooses, is that the client, the foremost necessary goal with CRM is to form higher relationships with customers and thru these relationships, respond higher to their wants and wishes. Also, by developing and maintaining these relationships, higher profit and revenues are going to be accomplished whereas trust, commitment and loyalty square measure gained.

2.1.1 TRUST, COMMITMENT & LOYALTY

For decades, once predicting client behaviour and client higher cognitive process, measurements of overall client satisfaction are used. However, the paradigm shift from a standard selling combine into relationship selling has exaggerated the list of

things that have an effect on client behaviour. These factors square measure terms as trust, commitment and loyalty. These factors may be known singly and these aspects move in an exceedingly completely different method for various forms of customers. so as for relationships to achieve success, trust may be a very important facet that has to be thought of. several researchers have delineate trust in market connected things as trust being once customers accept within the honesty of the opposite half, for instance a salesman. The psychological edges that arise from trust square measure even a lot of very important than the special treatment that customers gain from shut relationships to service corporations.

Comparable with trust, literature regarding client relationships continuously discusses the terms loyalty and commitment. Commitment may be a continued relationship that's thus necessary that it involves most efforts for maintenance, what is more, this relationship involves sturdy emotional and activity dedication to the corporate. Commitment in relationship selling usually deals with client – and worker commitment. once shaping client commitment, structure theories and models that debate worker commitment may be applied. There square measure various factors shaping commitment such as: psychological attachments, personal identification with the firm and loyalty. Commitment is commonly wont to signify customers' emotional preferences and therefore the term loyalty refers to continual support. Loyalty may be thought to be a commitment that's deeply control and it allows customers to oftentimes purchase merchandise or services time once time. This causes alternate getting of a similar complete in spite of pressure by situational influences or selling efforts. the event of a relationship ought to attempt for loyalty. Loyalty isn't solely concerning the client being loyal to a firm however a firm ought to keep loyal to its customers also so as for a relationship to exist.

2.1.2 WHEN DOES A RELATIONSHIP EXIST?

When shaping a relationship, companies would possibly check up on the amount of times a client makes purchases from the corporate. If the client keeps returning to a similar store and buys product oft, it may be aforesaid that a relationship is established. However, this technique isn't applicable while not taking alternative aspects into consideration; for instance, a client would possibly purchase product from a similar store variety of times attributable to low costs, this will be a signal of

that the client doesn't have a relationship to the firm and he or she goes back to the corporate attributable to the low costs and would possibly amendment company if a challenger would lower the costs even additional another excuse for consumers returning is convenient location. Example of such companies may be a food market that a vendee would possibly search from because it is near his or her home though a client might purchase product from a similar store for years and understand the workers members of the shop, it doesn't mean that a relationship exist because it may be a sign of convenience.

It may be aforesaid that these days the term relationship selling has lost its which means as marketers pay very little notice to what a real relationship extremely is and instead focus is barely placed on obtaining near customers. This issue is additional obvious once it involves the utilization of client information bases wherever data regarding customers is hold on and small concern is given to privacy and intimacy. Focusing primary on information selling doesn't facilitate an organization replicate upon the conception of a relationship. A firm would possibly believe it's providing customers with the correct services once causing out tailor made emails or giving memberships of a loyalty club, however customers won't feel a similar. These services don't have an effect on the customers' apprehension of the corporate or improve a picture of uninterested workers members. In several cases customers would possibly gain advantages from a loyalty club, but this is often positively not relationship selling and it doesn't mean that there exist any relationship between the firm and its customers.

Loyalty, emotions associated a positive attitude} to somebody or one thing are implications of a relationship and a relationship is connected to an attitude and therefore the individuals concerned in an exceedingly relationship feels there's a tie connecting them with the opposite participant. This tie mustn't be simple to interrupt and it doesn't grow out of nothing rather the firm must earn the link and this is often achieved through relationship selling so corporations got to produce communication and interaction processes so as to develop and maintain relationships. Moreover, these companies ought to keep in mind that within the finish it's the client WHO decides if a relationship has developed corporations partaking in CRM got to detain mind one thing that ought to be obvious to them, however in follow it's not; though a firm would possibly thinks it's doing everything right once active CRM, in follow

customers won't assume a similar. In alternative words, companies got to make certain that a client assume there's a relationship and that they mustn't solely base facts on their own selling efforts. A relationship is regarding 2 means commitment and a shared mode of thinking wherever organizations got to perceive their customers and show this through actions. Relationships develop over time so will the mutual means of thinking and therefore the enhancements are created through interactions and communication between the firm and its customers. Interactions sit down with all contact that seems between a firm and its customers, for instance, exchanges of products, services or data are thought to be interactions. Communication may be a part of the interaction and what is more communication involves advertising, unsolicited mail, etc. A relationship develops only interactions and communication processes continue over time and kind a procedure for relationship creation.

2.1.2.1 Social Relationships

Interpersonal relationships verify whether or not client satisfaction is achieved or not companies that move with clients at associate social level are touching them on a private level and might so raise customer satisfaction. Focus is on however the purchasers feel whereas advanced technical services and improved product isn't ample companies that have insight in however social relationships operate gain information regarding the way to develop client relationships social relationships are very important once rising client satisfaction corporations got to offer smart service and social interactions between the workers members and shoppers, additionally to the product.

2.1.2.2 Customer-supplier relationships on totally different levels

There are four totally different levels of relationships in business contexts; complete, distant, face to face and intimate client relationships complete client relationships are once customers don't even have direct contact with an organization or its workers members. These relationships exist for all shoppers associate example is that one can be a client of Pepsi-Cola, however one might ne'er meet workers members from the corporate and instead purchases are made of retailers and distributors of Pepsi-Cola this is often thought-about to be a relationship though physical contact isn't established because the vital side is that the customers' association to the complete.

Distant client relationships don't involve abundant physical conferences or interactions and instead they're established through technology.

Emailing and phone conversations are samples of tools utilized in distant client relationships. Face to face relationships describe interactions in selling wherever there's a large vary of exchanges client can be standard by retail clerks, secretary and bank staff. Face to face relationships are totally different from the intimate relationships as they involve less personal data sharing and are so less personal. Intimate relationships are the nearest ones and are seen as relationships that embody sharing of non-public data samples of such relationship are once the buyer has trust within the firm and there may be physical contact like with a doctor, tooth doctor or hairstylist. These relationships are shut and private and are related to the common definition of relationships once intimate and face to face client relationships exist, these have already been developed. However, however ought to a firm maintain relationships with its customers?

When a relationship is developed customers should be treated as regular customers and this could not be affected whether or not they obtain the product or not. In alternative words companies got to perceive the importance of this truth and once a firm acts upon this it's treating its customers as relative customers, relative customers are valued customers that are vital to an organization associated if a firm doesn't take this into consideration it doesn't show an aim for making relationship and this is often extremely vital in CRM. Maintaining a relationship additionally means that making a win-win scenario wherever each parties get pleasure from the link over time. A firm conducting CRM has to do activities with or for the client and to not the client. The firm can do this by developing a complete service giving.

2.1.3 STRATEGIC VIEWS IN CRM

Customers don't solely obtain merchandise and services any longer, they obtain the advantages that are provided to them through the acquisition in a while regardless of what a client buys, it ought to operate as a service for him or her. This service will dissent from one client to a different. Some might realize the service in an exceedingly low worth, whereas others might realize it within the image that the acquisition provides. However, regardless of wherever it's found, the service is crucial for developing and maintaining relationships with target customers.

Therefore, once a firm is selecting strategic views, the target customers ought to be fastidiously examined so as to search out the worth making factors. There are four main strategic views and a firm will opt for any of the four views once developing a strategic approach. However, this doesn't mean that the opposite views are disregarded; it'll solely verify the direction of the firm's resources and competencies. The core product perspective is once competitive advantage is gained through the standard of the core resolution. In these cases, service is very important once developing and maintaining client relationships, however it doesn't have a strategic role. The second strategic perspective is that the worth perspective, wherever the firm's main mean of competition is that the low worth per the author, this is often solely a doable approach for companies that may have a property price advantage and shrewdness to keep up it. The third perspective is that the notional values perspective that companies produce additionally to the worth of the core product. so as to conduct this approach, there must be a lovely and functioning core product and significant resources should be placed on selling methods. If the firm fails to unceasingly reinforce the investments in selling communication, the merchandise can lose its attractiveness.

The last strategic perspective is that the service perspective, wherever the roles of the service elements that are place within the client relationships are seen as strategic approaches. at intervals this approach it's merely not enough to own a wonderful core product or a decent image, the firm must provide its customers a complete service giving with physical product, services, data, personal attention, advice, invoicing and alternative elements that are vital for the client relationship

2.1.4 THE CLIENT STRATEGY

In order to follow CRM in an exceedingly productive means, it's not enough for a company to solely have associate overall service strategy. Conducting CRM desires methods for interacting with the purchasers. Stress should be placed on the importance of distinguishing the organization's key clients and clasp them with the customer methods of the corporate in order that competitors et al. have difficulties obtaining through. Also, by distinguishing key customers, the corporate has the chance to develop deeper relationship with them. Once key customers are known, the client methods should be developed per their preferences.

2.1.5 CUSTOMER SATISFACTION IN CRM

There are several definitions and therefore theories relating to client satisfaction and the subject are very important for corporations conducting CRM. It's vital to recollect that the satisfaction doesn't arise once the client is happy with one or 2 of the four factors; it's rather a mix of the four that makes client satisfaction, what is totally different factors influence satisfaction at different levels and a negative expertise can have an effect on the client additional that a positive one.

2.1.5.1 The product

The product is a vital part of organizations conducting CRM. One in every of the foremost vital aspects at intervals CRM is to remain near the purchasers so as to search out their preferences and behavior in order that desired product may be created the merchandise affects the satisfaction of the client. If an organization has shut relationships to its client, and thru this relationship will manufacture the correct product for them, client satisfaction is achieved. However, to realize this method, a relentless dialog between the corporate and therefore the customers is important, in order that feedback may be used effective so as for the client to feel enclosed within the relationship the planning of the product signals the values practiced within the organization and therefore the values may be a reflection of the means the organization repute its customers. Therefore, once making product when customers' preferences, a sign of the importance of the client is given, resulting in client satisfaction.

2.1.5.2 Sales activities

The second issue influencing client satisfaction is that the sales activities that the buyer receives throughout the future interactions. For an organization active CRM, the future interactions are important since it provides the workers a chance to make or develop client relationships it's throughout these conferences the purchasers may be confirmed that they're a district of the organization and feel enclosed and vital it's crucial for a CRM company to figure with distributors that additionally conduct this strategy so as to satisfy customers. If, for instance, the feedback isn't utilised within the best means by the distributor, the buyer won't feel enclosed and vital, resulting in a negative expertise.

2.1.5.3 After sales services and activities

There square measure several when sales services and activities that organizations offers their customers so as to stay them happy and dependable. However, not all services or activities ought to be practiced by all organizations. The authors argue that the managers should take a careful scrutinize the organization and judge that services or activities that may produce price for his or her target customers. A dialog between the employees and also the shopper when the sale, on the opposite hand, is suggested for each organization conducting CRM, since through this dialog the link is developed and maintained even supposing no purchase is going down, resulting in difficulties for the customers to depart the corporate. it's necessary to place some customers over others once providing when sales services, in keeping with theories concerning CRM.

2.1.5.4 Organization culture

The previous 3 factors square measure all developed and littered with the culture that's observe within the organization. The authors outline organization culture because the values, norms and methods that square measure utilized in the organization, that is, culture in each formal symbols and informal systems; moreover, the authors argue that client satisfaction cannot be achieved till the complete organization is full of a client prioritized culture, companies ought to begin from very cheap of their organization and create the changes internally so as to with success observe the strategy.

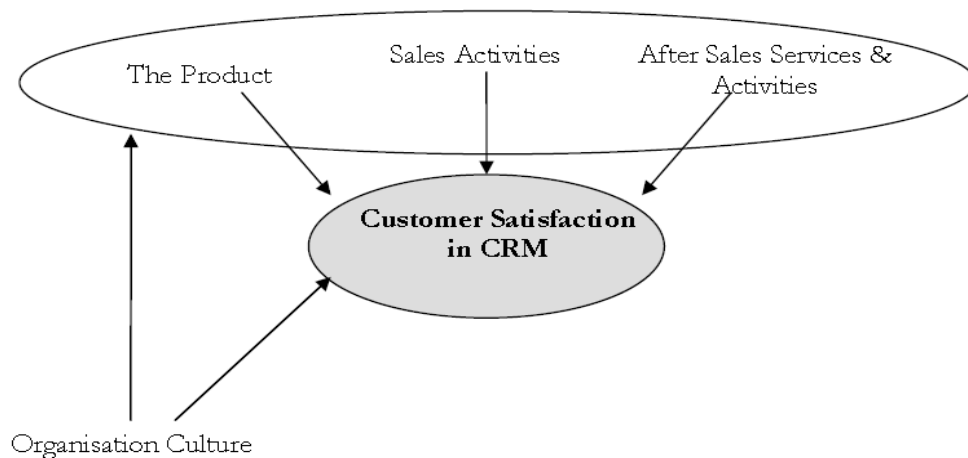


Figure 2.1: Factors affecting Customer Satisfaction, constructed by the authors.

2.2 FINDING A BALANCE THROUGH MARKET ORIENTATION & KEY CUSTOMERS

In order to form sensible integration between the social control and also the inventive departments in an exceedingly Fashion company, one got to notice a balance between market wants and industrial views the corporate can't solely style merchandise that meet customers' wants because the client needs to be shocked. Hence, ability while not limitations doesn't offer property profit. as an example, inventive folks believe that associate degree earlier in product needs to be utterly modified for a brand new season whereas industrial beliefs is concerning keeping merchandise that have a history of success.

To find a balanced direction, Fashion corporations got to produce associate degree approach for market orientation that has its base in data of shoppers and their preferences to realize bigger data for client preferences, Fashion corporations ought to specialize in key customers. Key customers are customers that contribute to an outsized quantity of sales and specializing in them is taken into account to be another important facet of the style business. This strategy helps Fashion corporations to deliver a group that's dead fitted to its phase.

2.2.1 GAINING DATA THROUGH SHUT RELATIONSHIPS

Collaboration between the managers, designers and also the business department is required to extend the data concerning key customers. Fashion corporations ought to have a sell out logic that means that the main target ought to get on the top shoppers. Sales forces got to produce shut relationships towards customers to extend the data of their preferences. These relationships are essential for developing collections that are market orientating and match the industrial policies for the chosen client phase. The relationships between corporations and customers should generate mutual edges each the corporate and also the patrons need to feel the link is contributory to bigger edges, for the link to stay sturdy.

2.2.2 RELATIONAL EDGES

It is expressed that besides gaining data of client preferences, a Fashion company partaking in shut client relationships gains customers that ar loyal within the long

haul and this helps corporations to develop property competitive blessings what is more, client loyalty permits an organization to extend costs while not taking huge risks and it generates barriers to plug entry. This truth is fitted to corporations that are in an exceedingly mature marketplace for a few years wherever the expansion is stable the style business is such a market because it is significance by low growth, high competition and also the got to keep existing shoppers so as to realize client loyalty, a firm has to perceive the aspects that customers understand as edges from the link. The client needs to be glad to stay loyal towards the firm. the advantages that customers gain through a detailed relationship to a Fashion company ar economic advantage in terms of discounts, bigger potency, personal recommendation etc. once choosing the garments to shop for, the client will get quick and appropriate pointers from the business department in an exceedingly store as they in all probability apprehend the shoppers preferences.

2.2.3 COMMUNICATION

Communication could be a non literal unfold of a representation between a sender and a recipient, Communication exists once common verbal and/or nonverbal codes ar shared in an exceedingly specific scenario. The message that the sender needs the recipient to receive needs to use symbols that have an equivalent that means for each parties so the recipient understands the sender's purpose. once it involves communication in business, corporations would like o perceive that complete identity are some things that's created within the mind of the patron and it can't be created by the organization the foremost common distinction between communications on totally different levels is between internal and external communication. Internal communication aims at making data exchange between workers, shareholders, suppliers, the business department etc, so as for the various participants within the firm to figure with common goals. External communication is communication with the ultimate client and communication with transformation customers and suppliers. In alternative words, it's communication with external subjects that the firm operates with. Communication is additionally divided into external selling communication, internal communication, economic and social communication and institutional communication desegregation and coordinating these levels of communication ought to be through with consistency at the structure level. For this to figure, communication in a company has to become a method that grips the complete firm.

Communication tools like PR, press offices and communication agencies ought to have an equivalent vision of the firm once act the complete. The perception of a complete becomes stronger and additional correct once all the inner and external communication messages are delivered with consistency.

2.2.3.1 Communication in Fashion

As fashion merchandise are personal tools utilized by shoppers for demonstrating a way of life or associate degree angle, Fashion itself is outlined as a visible language and so act fashion merchandise isn't an equivalent as communication alternative goods. Fashion merchandise amendment each sixth month, the most focus for in communication is to specialize in act the complete and this is often done by fashion corporations that provide merchandise like jeans wear, attire or alternative basic merchandise. Fashion is already a kind of communication as fashion forever uses tools for communication. These tools are visual tools like shows, pictures, models; videos etc and ar appropriate for fashion things as symbolic components are additional essential in fashion merchandise than practicality the most downside with communication through visual tools is to possess consistency between complete identity and visual identity.

2.2.3.2 Communication tools

Communication tools within the rag trade is split into 3 categories; seasonal, relative and institutional communication tools seasonal communication tools are catalogues, fashion shows and fairs. Catalogues are the foremost ancient tools within the rag trade, fashion shows are the foremost necessary tools and fairs are tools for business to business communication relative communication tools are tools just like the web (a company's website), marketing (emails), relative selling etc. the net ought to be used additional by fashion corporations so data concerning customers and contacts with them is enlarged however corporations got to keep in mind that material on the net ought to be updated on a frequent basis. Institutional communication tools embody the complete, the headquarters, shops, and support and business magazines. act the complete identity of a fashion firm is concerning act the firm's vision concerning the expected position within the market.

As the relationships between fashion corporations and fashion shoppers have modified, the main target on outlets and sales points is increasing. The sales purpose has become an area for interacting with emotions, rather than being an area for financial exchange and sales of merchandise managing shoppers in an exceedingly sales purpose is concerning making relationships instead of selling a product.

2.2.4 BRAND IDENTITY

By gazing a fashion company's store, one will discover the shortage of consistency in complete identity by the management. Today's layout within the stores is associate degree aim to mix getting with a cultural event, so consumers' visit to a store is maximized with associate degree expertise of the company's complete identity. so as to know what constitutes the complete identity of a Fashion company, one got to perceive actuality that means of the term "brand." The definition that's appropriate for the competitive rag trade is comprised by 2 components, particularly the fabric and also the intangible components the fabric part refers to everything that's associated with the signs that communicates the complete (advertising songs, logos, colours and names) whereas the intangible part is expounded to the associations that the complete evokes within the mind of the patron complete identity starts once associate degree insignificant word is connected with a product. Moreover, throughout time, this word gains a that means that's outlined by the merchandise and communication that has earlier been utilized by the firm. Business to business communication is communication with intermediate shoppers and suppliers.

2.2.5 MEN'S BEHAVIOUR

Consumer behaviour could be a broad mentioned space that refers to the manner differing types of shoppers behave. However, during this section, solely relevant variations in men's and women's client behaviours are given. There are several factors that influence shoppers once deciding upon that merchandise to buy. For the producer, it's crucial to know shoppers so as to supply them with the proper product, however conjointly to plug in an exceedingly correct manner client behaviour is claimed to dissent between men and ladies as their wants are totally different from one another, and so, their attitudes towards merchandise vary. Since advertising is commonly aimed toward one amongst the genders, it's attention-grabbing to check the distinction in handling data between the 2 it's been shown that men and ladies

gather data in numerous ways in which, and also, they have an inclination to look at the data otherwise ladies demand additional careful and thorough data, whereas men like data that's simply gathered and have a tendency to not look after sophisticated data. This provides the advertiser the chance to style the message and data in numerous ways in which. In a piece of writing it absolutely was argued that advertises to male customers ought to be among one theme and straightforward, whereas those aimed to ladies is most popular to incorporate additional necessary writings.

CHAPTER 3: METHODOLOGY

3.1 METHOD

The following section gives a throughout description of the methods used for conducting this thesis. Moreover, argumentations for the author's choices and the mode of procedure are presented.

3.1.1 QUALITATIVE RESEARCH

There are two methods for gathering data namely qualitative and quantitative. The difference between the two methods is that the qualitative techniques are dependent on the researcher's ability to act as interviewer or observer when gathering data. Moreover, the method for data collection is affected by the number of respondents and the personal involvement in the process. It is better to collect data by using qualitative methods when the level of involvement of the researcher/s is high and information is better obtained by participant observation.

In order to accomplish the purpose of this analysis qualitative strategies have been used the information was collected by using personal involvement as a gaggle of respondents were interviewed this method helps the researcher in achieving in-depth understanding for the topic. There are different techniques when performing qualitative research, one of them being case study.

3.1.2 CHOICE OF COMPANY

CRM will only be used with its full potential when it is seen as an approach to manage customer relationship. Moreover, conducting a research in order to examine technical aspects of CRM in a company is neither in the frame of the authors' interest nor in the field of the authors knowledge and therefore, the authors have chosen to examine the strategic aspects of CRM when managing customer relationships.

The industry chosen for conducting this research is the Fashion industry. This industry has a high level of personal contact between suppliers and consumers and therefore relational benefits can be achieved moreover, Fashion companies can gain customer loyalty by offering consumers benefits through the close relationships. A preliminary research was performed to find a suitable case company for this study

and to determine whether the chosen subject is accurate. The research consisted of email send outs and short telephone interviews with people representing the Fashion company. Since the results showed an obvious difference in consumer behaviour between men and women, and also the fundamental quantity for this thesis was restricted, the scope of the thesis was narrowed down and solely Fashion corporations for men's wear were studied because the preliminary analysis showed that men have a bent to stay loyal and regular customers, whereas girls amendment brands additional oftentimes and area unit thus arduous to determine relationships with, the primary mentioned cluster was chosen for this study.

3.1.3 KNOWLEDGE ASSORTMENT SOURCES

When conducting this analysis both of the primary and secondary knowledge were used. Secondary knowledge is knowledge that already exists which has been collected for an additional purpose and during this thesis it's consisted of articles, books, and websites. The secondary knowledge was wont to produce a frame of reference that has been the premise for the gathering of primary knowledge. Primary knowledge is data collected specifically for the matter investigated by the scientist, and during this thesis it consists of knowledge that was collected with the assistance of email sendouts, phone interviews and private interviews.

The two main strategies for knowledge collection; informant investigation and respondent investigation the primary mentioned methodology is applicable once the scientist gains data a few specific incidence from the interviewees with none regard taken to the non-public opinions. The responder is considered a witness retelling a particular event. A respondent investigation is on the opposite hand applicable once examining an incident and taking under consideration the interviewees own opinions relating to the topic that's studied. because the aim of this thesis is to "...determine what a customer-supplier relationship in Fashion corporations for men's wear is and once it exists, so as to spot the foremost necessary aspects once developing and maintaining this relationship." The second mentioned methodology, specifically respondent investigation, is that the most applicable approach once playacting personal interviews despite the fact that the respondent investigation methodology was used, it should be noted that the interviewees are asked to retell events and thus it are often argued that a district of this investigation contains informant strategies

further 3 interviews were performed; 2 with managers of various hierarchal positions and 1 with salesclerks. The interviews were roughly one to one and a hours long. No quite three interviews were conducted because the authors believed that enough knowledge had been gathered from the respondents. Moreover, the result from the interviews was similar in some ways and it absolutely was believed that conducting more interviews had not expedited larger fulfilment of the aim.

In order to facilitate the various views of managers with completely different positions, these 2 managers were thought-about as each being applicable for this analysis. The authors wanted to follow a hierarchal chain among manner International (P) Ltd., beginning with the promoting manager, followed by a section manager and at last terminal with a store manager and his or her salesclerks the required store to be studied was presupposed to be a store operative within the same region because the area manager. However, the approach to life International (P) Ltd. store in Noida was chosen for many reasons. Firstly, because the store is found within the same town wherever this thesis was written, each time and resources were used meagrely. Moreover, factors like having contacts within the store and knowing that the shop encourages client relationships influenced the authors' selection of the shop all the same, the required hierarchal chain couldn't be accomplished because the space manager liable for the shop in Noida was terribly reluctant to participate and showed a robust negative perspective towards the interview. At now, the authors had to decide on between the wanted hierarchal chain and a reliable and open minded participant for the interview. The later different was chosen because the authors complete the importance of receiving correct answers from a voluntary participant so as to take care of the trait of the thesis. This selection terminated in Associate in Nursing interview with Lifestyle's store manager. The last interview was conducted with the salesperson of manner International (P) Ltd. store in Noida playacting 2 interviews with 2 salesclerks from an equivalent store because the store manager was a acutely aware selection because the purpose was to reveal the foremost necessary aspects of CRM and thus in-depth data was additional necessary than an outline of various stores. By examining one manner International (P) Ltd. store, additionally to the chosen managers, in-depth data concerning the apply of CRM is gained, client-supplier relationships area unit examined and also the most vital aspects once developing and maintaining customer relationships area unit exposed. Moreover, the

authors found the respondents appropriate for this thesis as examination of the hierarchical variations in conducting CRM provided completely different views on the chosen subject the aim of a case study is to isolate one special phenomenon; during this case it's manner International (P) Ltd., so as to realize deeper understanding for it moreover, once queries like “how” or/and “why” area unit the supply of the matter, Associate in Nursing isolated development is critical.

There area unit 2 styles of interview structures the primary one is once the interview is structured and also the asker uses an equivalent interview queries for all the respondents. Furthermore, the rank of the queries is strictly followed and no space is given for added queries. The second kind of interviews is that the unstructured one and it's performed by victimization interview queries as pointers for making conversations. Unstructured interviews area unit applicable once conducting qualitative analysis since it permits in-depth examinations of the chosen subject. However, despite the fact that this study could be a qualitative analysis and also the authors wished to form an oral communication with the interviewees, there was still a desire to possess a form so as to retain the interviewees within the frame of the topic studied once there's a desire for a form to stay the responder among the topic, a semi-structured interview is in situ. The semi-structured interview could be a combination of a structured Associate in Nursing Associate in Nursing unstructured interview and it permits for an open discussion with broad queries whereas the interview follows a selected structure.

For the preliminary analysis but, a additional standardized variety of interview was used, which means that an equivalent queries were asked to every taking part company because the purpose of the preliminary analysis was to partially compare the various corporations so as to search out Associate in Nursing applicable case company, this methodology was used. As semi structured interviews were performed within the enquiry and also the want for Associate in Nursing open discussion was evident, all the performed interviews were recorded. This enabled the authors to target the answers provided by the responder whereas a sequence of queries was formed. Moreover, open discussions may be command and a focus may be placed on the interviewee's visual communication and expression as there was no ought to take notes. By recording the interviews the authors claim that the empirical findings area unit correct as all the recordings were listened to fastidiously whereas written on

paper once the interviews were written, the authors contacted a number of the participants once an absence of data relating to a selected question was evident so as to clarify the answers once the information assortment was completed, the written down interviews were examined terribly fastidiously with the intention of discovering common trends within the answers given by the interviewees.

3.1.4 STYLE OF THE INTERVIEW GUIDES

Except for the salesclerk, World Health Organization got identical queries, completely different interview queries were made public for the various participants. However, a likeness between the queries was a deliberate alternative so as to get completely different views of bound areas at intervals the chosen subject. The analysis queries area unit given in annexure.

The place to begin in each question ought to be the aim and therefore the drawback discussion of the thesis because the aim of this thesis is to work out what a customer-supplier relationship in Fashion firms for men's wear is and once it exists, so as to spot the foremost necessary aspects once developing and maintaining this relationship, a number of the queries were fashioned with regards to the theories regarding the 3 main subjects. Thus, the queries were designed through a mix of the aim and theories.

After constructing the queries, one should examine the selection of words and therefore the ordering of the queries. The language has got to be clear and weird expression ought to be avoided. Also, the queries ought to be hierarchal so the primary queries area unit attention-grabbing for the responder so as to catch their attention. so as to capture the participants' interests, the interviews were started by explaining the aim of the thesis very well. Moreover, AN introduction question was given to every participant to catch their interests. Finally, the sequence of queries was utilized in order to encourage the responder to administer a lot of careful and in-depth answers.

Before each interview, the queries were sent bent on the interviewees so as for them to know and be able to steel oneself against the topic one among the explanations for causation out the queries before was to let the interviewees mirror upon the CRM connected aspects in their organization/store additionally by causation out the queries

before the trait of the thesis is accumulated. Since the interviewees have browse through the queries before, time has been spent on reflective over the answers and thus the answers area unit a lot of reliable. Finally, it ought to be mentioned that within the email sendouts of the interview guides, the interviewees were told that the authors like AN open discussion which stress would be placed on broader discussions what is more, the interviewees were well-read that a quick description of the thesis are going to be given at the start of the interview.

3.1.5 ALTERNATIVE OF LITERATURE

In order to form a frame of reference, in-depth information regarding the chosen subject was required. Therefore, literatures regarding client Relationship Management, Fashion management, relationships, client behaviour, client satisfaction, communication, relationships, relationship promoting etc. were studied.

Textbooks, Internet sites, alternative analysis theses, articles, and databases were utilized in order to seek out relevant data to form the theoretical Chapter. The search words used most often throughout the literature study of this thesis area unit the following: CRM, client Relationship promoting, customer-supplier relationships, relationships, relationship promoting, Fashion management, client behaviour, men and Fashion, Fashion for men, CRM in Fashion firms, etc. the foremost used databases were Ebrary, Emerald Insight and Jstor. Ebrary is AN electronic library wherever an outsized assortment of books area unit keeps. Emerald Insight contains the world's largest vary of journals at intervals management and Jstor could be a information containing business journals.

3.1.6 THE EVENT OF THE STUDY

A outline of the development of this thesis is given in Figure. The highlighted squares area unit those World Health Organization are rigorously mentioned throughout this chapter. The Figure shows that this analysis was started by reading relevant theories relating to the chosen subject so as to create the background for this thesis. Following that, a preliminary research was performed to narrow down the chosen subject, define analysis queries and verify the aim of the thesis. The background was additionally changed whereas these tasks were completed. Naturally, the analysis followed by establishing the method approach and therefore

the strategies required to perform the enquiry what is more, in-depth information regarding the chosen subject was gained by reading any relevant literature. Interviews were performed and once the enquiry was done, the analysis began by comparison empirical findings with literature so as to administer answers to the analysis queries. The last task of this research was to draw conclusions regarding the chosen subject and fulfil the aim of this thesis what is more the authors might give managers with implications and counsel any studies at intervals similar fields were given.

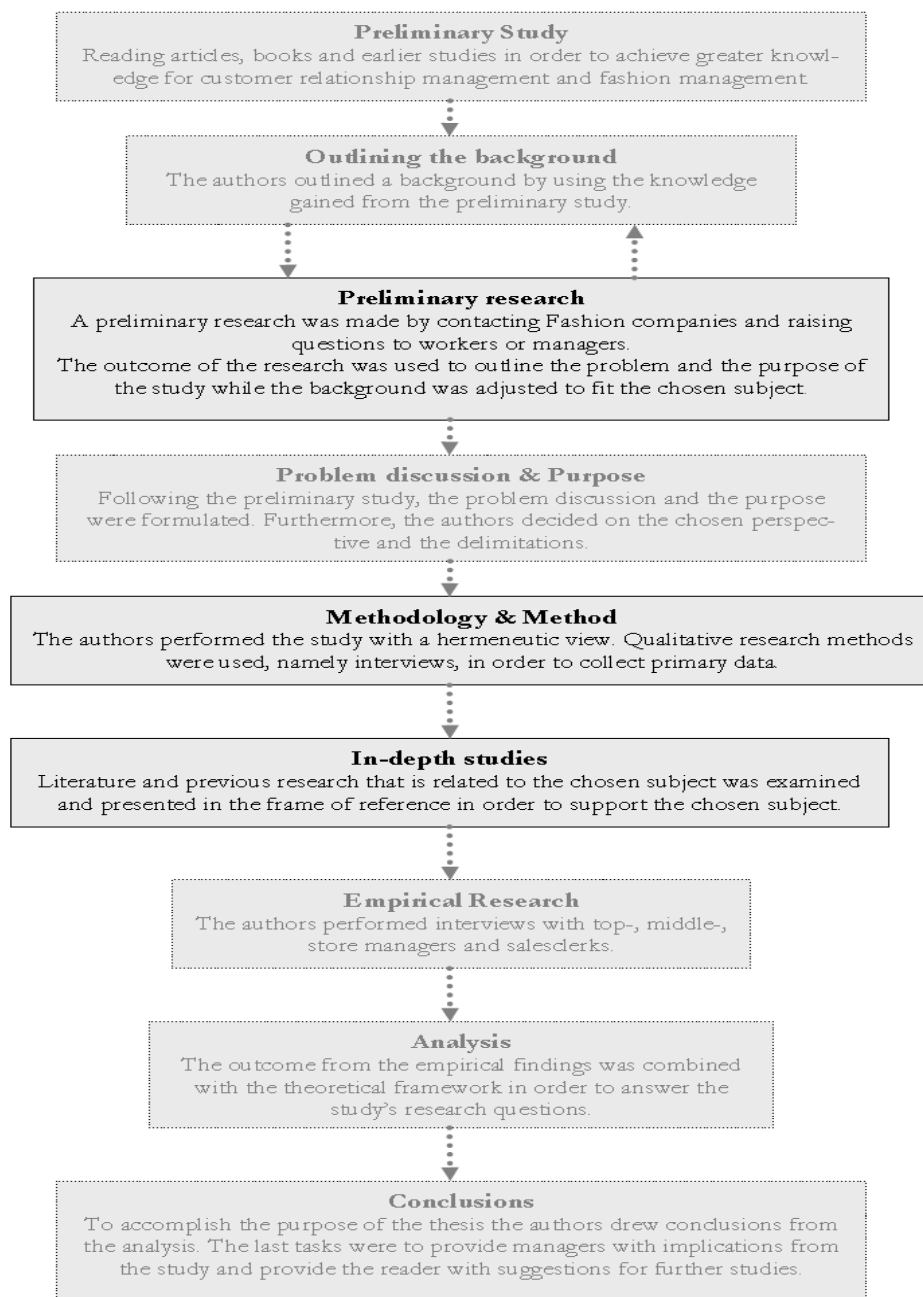


Figure 3.1: summary of the development of thesis

CHAPTER 4: DATA ANALYSIS

4.1 INTRODUCTION TO THE COMPANY

LIFESTYLE INTERNATIONAL PVT LTD.

Lifestyle International (P) Ltd. started its operations in India in the year 1999. It is a part of the Dubai based retail and hospitality conglomerate Landmark Group and comprises Lifestyle stores (Large format Departmental stores), Home Centre (Home Improvement stores) and Max (Value fashion chain) along with International fashion apparel brands UCLA and Bossini.

Lifestyle started its journey in India with the launch of its first Lifestyle store in Chennai in 1999. Positioned as a trendy, youthful and vibrant store, Lifestyle offers consumers the latest in fashion and lifestyle in an enjoyable shopping experience. Each Lifestyle brings together multiple concepts under one roof – Apparel, Footwear, Children’s Wear, Beauty & Accessories offering a convenient one-stop and a choice of leading national & international brands. Today it has evolved as India’s leading shopping destination synonymous with fashion and gracious living. Each Lifestyle store brings together five concepts under one roof – Apparel, Footwear, Children, Home ware & Furnishing and Beauty & accessories, offering a convenient one-stop shop for customers. Present across major metros in India, Lifestyle is rapidly expanding its footprint across the country. Currently there are 43 Lifestyle stores across Ahmedabad, Bangalore, Chandigarh, Chennai, Coimbatore, Delhi, Gurgaon, Jalandhar, Jammu, Kanpur, Kolkata, Hyderabad, Jaipur, Surat, Mangalore, Mohali, Noida, Vijaywada, Mumbai, Nagpur, Ludhiana, Ghaziabad, Bhopal, Kolkata, Thane and Pune.

Now completing its 15 years, Lifestyle has 43 stores across the country. Lifestyle Stores retails a range of branded apparel and private labels under the following categories of apparel, footwear, accessories & handbags, and home products. Lifestyle International Pvt Ltd today offers a truly international shopping experience.

Lifestyle Receives Most Admired Fashion Retail Destination Of The Year At The Images Fashion Awards For Three Consecutive Years 2013, 2012 & 2011 Lifestyle Awarded Most Admired Retailer Of The Year, Department Store Category At The

Images Retail Awards 2012, 2011 & 2008 Lifestyle International Pvt. Ltd. Recognized As 42nd Best Workplace In The Country And 2nd Best Company To Work For In The Retail Sector In India By Great Place To Work Institute Survey 2013 Lifestyle International Pvt. Ltd. Recognized For 'Best HR Strategy In Line With Business' At 4th Asia's Best Employer Brand Awards 2013 Images Most Admired Beauty Products Retailer Of The Year: Department Store Chain At Images Beauty & Wellness Awards 2013 Retail Supply Chain Excellence Award – Express Logistics & Supply Chain Conclave & Awards 2012 Lycra Images Fashion Awards For The 'Most Admired Large Format Retailer Of The Year' In 2006 For Lifestyle 'ICICI – KSA Technopak Award For Retail Excellence' In 2005 For Lifestyle 'Most Respected Company In The Retail Sector' By Business World – IMRB In 2003 And 2004 For Lifestyle. Lifestyle Stores retails domestic and international brands such as Louis Philippe, Pepe Jeans, Arrow, Biba, Gini & Jony, Carbon, Corelle, Magppie, Nike, Reebok, LEGO, and Mattel. The company also licenses for Austin Reed, (London) and retails its apparels in India exclusively through the chain. Lifestyle International Pvt Ltd is headed by Mr. Kabir Lumba who is the current managing director of the company in India. As of March 2014 it has 41 stores across 26 cities all across the India.

4.2 EMPIRICAL FINDINGS

The promoting manager argued that it's improbably necessary with CRM as shut client relationships make sure that the purchasers stay loyal and fewer focus are often placed on the competitors whereas a lot of effort are often placed on customers per the world manager, “CRM is that the most vital strategy inside Lifestyle International Pvt Ltd as client relationships square measure what keep the corporate in business.” Everything an organization is constructed upon is predicated on client relationships and developing and maintaining these relationships in Lifestyle International Pvt Ltd daily task per the shop manager.

4.2.1 Relationships

During the interviews, the term relationship was one in every of the most mentioned areas. The empirical finding concerning this subject into client relationships to men, channels to develop and maintain client relationships and internal relationships.

4.2.1.1 Customer Relationships to men

According to the promoting manager, a decent relationship to customers is quite simply giving a plastic card, it's rather concerning providing customers with services that creates them feel near the corporate in order that loyalty and commitment square measure gained this may result in perennial buying what is more, it's tougher to determine a relationship to a male client, compared to a feminine one. Men square measure a lot of sceptical regarding the advantages gained through the connection. However, once a relationship is made with male customers, developing and maintaining them square measure easier than with ladies as male customers square measure a lot of loyal and have completely different shopper behaviour.

The store manager believes that a customer-supplier relationship is once shoppers feel enclosed within the organization and not as a guest within the store. Moreover, the world manager believes that relationships to customers take issue betting on the geographical location of the shop and its customers. the world manager explained that in an exceedingly community it's easier to form shut relationships to customers as these could be a smaller circle of shoppers and so, developing and maintaining relationships with these is simpler once operating in an exceedingly store, one must produce an environment of honesty and trust. Honesty is that the base of each relationship and also the customer-supplier relationship is concerning having an in depth relationship whereas keeping in mind that it's not a real relationship.

According to salesperson, the client shouldn't feel that one solely need to sell merchandise which a relationship is desired from the company's facet to extend sales. the foremost necessary facet in client relationships is honesty. He believed that by being honest to customers, a relationship is developed on true terms and it's then easier to really perceive the customers' preferences this permits him to supply customers with the right advices regarding associate degree outfit and customers square measure offered special treatment. Moreover, he argued that shopper behaviour among male customers is completely different in an exceedingly method that men will enter a store, look through and leave while not noticing any garments and so it's necessary to require contact and build relationships to male customers.

4.2.1.2 Channels to develop and maintain client relationships

During the interviews, the participants were asked to spot the foremost necessary channel once developing and maintaining client relationships. Examples just like the company's catalogues, in-store interactions, loyalty clubs etc were projected as choices. A majority of the participants united on it the salesclerks interactions with the purchasers square measure the foremost necessary channel the shop manager believed that his employees members square measure undoubtedly the foremost necessary channel as they move with customers on a each day. He explicit that the sales would decrease if the employees members within the store didn't create the trouble to take care of client relationships. promoting manager powerfully believed that no channel are often got wind as a lot of necessary than another which it's rather a mixture of, catalogues, in-store interactions, loyalty clubs and activities.

4.2.1.3 Internal relationships

Internal relationships are often divided into 3 main sections, particularly relationships between managers in numerous hierarchical positions, between completely different stores and between employees members in an exceedingly store concerning relationships between managers in numerous hierarchical positions, the findings from the inquiry showed no proof of a relationship between the promoting manager and also the store manager. On the opposite hand, the world manager is that the link between these 2 managers throughout the interview with the shop manager, it appeared that the shop managers square measure invited to conferences and gatherings by the top workplace of Lifestyle International Ltd. These gatherings embrace a get-together so as to debate enhancements which will be created and build higher relationships.

The most necessary internal relationships square measure, per the shop manager, the relation among employees members of the shop he's terribly dedicated once it involves group action the employees members of his store. Activities square measure oftentimes planned in order that the employees members will develop sensible relationships to every different the shop manager believed that if there's an in depth affiliation among the employees members in order that they feel they will discuss everything, then everybody can relish their work this may result in a decent atmosphere within the store salesperson states that he feels snug once act with

completely different managers since the distinction within the job positions doesn't have an effect on the relationships in Lifestyle International Pvt Ltd.

4.2.2 Satisfaction

Even though it's virtually not possible for a manager or a salesperson to work out whether or not the purchasers square measure glad or not, this theme was repeatedly mentioned throughout the interviews once the participants mentioned the importance of client relationships, they were all anxious to debate the efforts created so as to attain client satisfaction what is more, as satisfaction is a very important facet of CRM, each participant was asked to explain what client satisfaction means that to his or him.

4.2.2.1 Customer satisfaction through service

According to the promoting manager, client satisfaction is once the client returns to the shop and is glad with the merchandise and also the service. Also, it's once the client tells others concerning his or his nice expertise within the store this can be one thing that Lifestyle International Pvt Ltd strives at accomplishing by having shut relationship.

Salesclerk believed that honesty and trust will increase client satisfaction and once a client is glad by the service that was offered, he returns to the shop a lot of oftentimes once customers come, salesperson feels that he's giving the correct services. He argued that key customers and large spenders square measure vital which they need to be glad so as to come what is more, salesperson argued that per his expertise, male customers square measure a lot of sensitive concerning soliciting for opinions or advise. it's necessary for a salesperson to comprehend this behaviour among men in order that they will approach the client. He believed that so as to attain client satisfaction in an exceedingly store for men's wear, taking the primary step and approaching them is significant.

4.2.2.2 Employee satisfaction through motivation

The promoting manager believed that satisfying the staff is a very important facet once discussing client relationships. "If staff square measure glad with their work then this satisfaction can result in client satisfaction which ends up in inflated sales."

per the promoting manager, worker satisfaction is achieved by giving staff a precise quantity of flexibility in order that they will create their own selections and feel necessary within the organization. Also, Lifestyle International Pvt Ltd arranges sale competitions between stores in order that the shop that will increase its sales the foremost, examination to its own index, wins a dinner or a visit this can be believed to extend the motivation and satisfaction among the employees members of the shop.

Employee satisfaction is mentioned by the shop manager in relevance the activities that square measure created so as to boost the relationships among the employees members this can be plain one thing that the shop manager believes is that the foundation for making high satisfaction among the staff and conjointly to boost CRM throughout the interview with the shop manager, lots of stress was placed on the flexibility of the shop manager to attain worker satisfaction. He believed that by being easy-going and in an exceedingly sensible mood together with his employees worker satisfaction is maximized what is more, it's crucial to stay in mind that not all individuals square measure fitted to all work tasks and as a result, the shop manager ought to assign the correct employees with the correct tasks in order that worker satisfaction is maximized additionally, the shop manager powerfully believes in as well as his employees members within the outcome from their efforts, that means that they're supplied with actual results from the sales.

During the interviews with the salesclerks, each explicit that they're glad with their job setting which they believe that this satisfaction ends up in client satisfaction.

4.2.3 Offering quite merchandise

“A client that's a member of 1 loyalty club of a Fashion company nowadays could be a member of all loyalty clubs, as all of them provide identical advantages. Therefore, corporations got to assume on the far side the standard frames and provide customers quite what they buy so as to achieve complete loyalty,” per the promoting manager. Today, because the competition will increase, it's necessary to form positive that customers don't pay their cash on competitor merchandise it's sort of a war wherever the winner is that the one with the most effective service.

4.2.3.1 Loyalty club and client advantages

The promoting manager explicit that once the top workplace is coming up with national campaigns, competitions or activities, nice thought is given to the very fact that these square measure aimed for male customers as an example, Lifestyle International Pvt Ltd typically cooperates with motion picture theatres in order that customers square measure offered to contend for tickets to bound movies. Also, CD records and extra merchandise which will be associated with the flicks in question square measure enclosed within the competitions.

The stores managers have divided their customers into 3 categorise betting on what proportion cash they pay within the store. Through this division, customers are offered gold-, silver-, or bronze membership. By being a member of the gold club the client receives a lot of services and advantages than a member of the silver club. per the promoting manager, it's necessary for these stores to recollect that a bronze client may still become a gold member if he solely receives the correct treatment.

When coming up with the loyalty club, nice concern has been given to the very fact that the target customers square measure men within the cohort of 18-30. The promoting manager powerfully believed that it's tougher to draw in male customers into a loyalty club. Moreover, He explicit that as men get garments less oftentimes than feminine customers the corporate aims at giving further advantages that attract male customers. Some samples of these advantages square measure priority to tickets for sports arrangements or access to transfer music on-line without charge the additional advantages that square measure offered by Lifestyle International Pvt Ltd square measure as an example national campaigns the corporate tries to gift a minimum of 2 offers per month the world manager powerfully believed that the loyalty club can improve CRM in Lifestyle International Pvt Ltd as long because it is getting used with its full potentials by the corporate making databases while not victimisation them to boost the private contacts with the purchasers within the stores is additionally vital.

The most mentioned topic throughout the interview with the shop manager was the activities and additional advantages that square measure offered to customers. The activities square measure specially designed for the target customers because the store manager believes that these activities ought to communicate with male

customers in “their own language.” Moreover, He argued that activities square measure one in every of the foremost necessary tools once developing and maintaining client relationships.

Some of the activities that are conducted within the store weren't solely aimed for the target customers, rather to everybody curious about taking part within the activity. one in every of these was once the shop celebrated 2 years the shop was adorned with balloons, and folks were invited to eat a lifestyle International Pvt Ltd cake that was baked by the employees members throughout 2 hours of this night, customers were offered a two hundredth discount different activities like Diwali, Holi, Christmas celebrations, etc within the store have conjointly attracted the eye of individuals the shop manager powerfully believes in frequent activities that square measure in line with Lifestyle International Pvt Ltd image, particularly fashionable and funky per the shop manager, this was such successful since it had been the correct activity for male customers, and since of the nice outcome, different Lifestyle International Pvt Ltd stores were impressed and so the thought was utilized in different cities still.

According to salesperson, the activities that square measure created within the store square measure necessary in order that customers feel special and associate the shop with the values that square measure shared inside Lifestyle International Pvt Ltd. Therefore, it's necessary to recollect that every one activities shouldn't be connected to financial values, since Lifestyle International Pvt Ltd' values square measure concerning quite cash. Finally, salesperson agrees with the saying, “...little drops of water makes a mighty ocean,” that means that tiny efforts result in the existence of nice relationships.

Salesclerk conjointly argued that whereas activities square measure necessary for client relationships, the ser-vice that's offered within the store is simply as vital. it's all concerning creating the client feel necessary and noticed within the store.

4.2.3.2 Additional advantages

Throughout the discussion concerning advantages that square measure offered to customers, the author noticed advantages than are often classified as further ones

since they're terribly special to Lifestyle International Pvt Ltd and won't be offered by different Fashion corporations.

The additional advantages were mentioned by the promoting manager United Nations agency explained that Lifestyle International Pvt Ltd' customers will request bound merchandise which the corporate can actually manufacture these. because of the very fact that the stores have developed shut relationships to their customers, feedback concerning merchandise and services square measure typically provided to the corporate once these could be a variety of shoppers United Nations agency request similar merchandise, as an example patterned shirt or sweaters, the top workplace consult with stores across the country to form positive that these could be a demand for the merchandise. If this can be the case, a delivery of the specified merchandise is created inside six weeks from the request.

An additional profit that was mentioned by the shop manager was once once customers might participate in an exceedingly competition to win a radiophone. the shop cooperated with a mobile phone distributor, particularly the Samsung store, and clients United Nations agency purchased merchandise were offered to register on an inventory wherever one customer was later picked because the winner. Cooperating with a mobile phone distributor was a aware call created by the shop manager as He believes that giving the target customers advantages that square measure of technical nature is like minded for men per the shop manager, customers appreciated this further profit and though the sales inflated throughout this era, the most intention behind this activity wasn't financial reasons. As a final purpose, the shut relationships between Lifestyle International Pvt Ltd and its customers change the corporate to supply merchandise, services and advantages that square measure like minded for the target customers' preferences and demands per the promoting manager, this creates a win-win state of affairs that allows development of relationships.

4.2.3.3 Key client edges

As specializing in key customers was a very important side consistent with the frame of reference of this thesis, the author selected to look at whether or not key customers are treated otherwise than different customers, within the chosen store. so queries relating to key customers were given to the participants and this was another well mentioned topic the shop manager explained that the shop has many shoppers that ar

perceived as key customers as they're recognized by the employees members of the shop and since these customers are loyal and come back on regular basis moreover, the shop manager keeps a information of the names and make contact with data of those customers and this list is employed to ask customers to store activities. Not all customers are invited directly and instead the shop indiscriminately picks out a number of the purchasers. The invites will either be sent through mail or in some cases the shop will contact customers over the phone. Also, key customers are given gifts that are compatible for men, like a book known as "A styling guide for men" that provides steerage in the way to dress, knot a tie and different Fashion tips to men.

The store manager any mentioned that it's not troublesome to treat them otherwise, since as they're key customers interactions are on a frequent basis and so shut relationships are established. Finally, the shop manager expressed that treating key customers properly is important as they're those United Nations agency produce the name of the shop through the word of mouth consistent with clerk, key customers are treated otherwise as he may pay overtime on chatting with them for instance, if he is aware of a few sure interest of a selected client, he may bring this up within the oral communication to point out additional interest.

4.2.4 Communication

Communication was the last main space mentioned throughout the interviews. The author was aware that communication is vital despite that side of business or management that's being mentioned. However, the enquiry geared toward discovering the foremost vital aspects once conducting CRM and communication clothed to be one among these aspects.

4.2.4.1 Internal communication

The promoting manager expressed that internal communication is a very important issue that affects client relationships the pinnacle workplace of way International Pvt Ltd arranges courses for store managers double a year wherever the importance of consumers, the way to get client loyalty and methods for developing and maintaining client relationships, are mentioned. This creates internal communication that enables participants to share information and knowledge relating to client satisfaction

consistent with the promoting manager, activities that are enforced in some stores and people ends up in success are typically communicated to others so ideas are shared and enhancements will be created all told stores. The promoting manager believed that the interior communication in way International Pvt Ltd is effective each upwards and down within the hierarchy. Moreover, several of the stores work closely with one another and He known that the geographical location of the stores isn't an obstacle for communication. The promoting manager additionally expressed that every store has frequent meeting with the employees members wherever discussions relating to development is control the end result from these meeting is forwarded to the pinnacle workplace.

It is vital for the shop manager to possess responsibility and though he receives data relating to major issues within the stores, several occurrences are handled while not his involvement. However, the results of the incidents are invariably communicated so everybody inside the corporate is attentive to the issues.

According to the shop manager, He doesn't get his ideas relating to activities approved by the pinnacle workplace before implementing them within the store. He believes that as long because the sales will increase, customers are happy and no complaints are received, He will do his own factor within the store that He is aware of best. However, He makes bound to share his ideas relating to triple-crown activities to different stores so the communication between these stores improves the daily work.

The clerk argued that the interior communication between the stores is incredibly economical as a result of constant e-mailing everyone will speak to every different and no gradable variations are detected throughout discussions the interior communication upwards within the gradable positions is assumed to operate well. However, they each communicate with the realm manager United Nations agency is answerable of their store, while not extremely knowing whether or not the knowledge is forwarded to the pinnacle workplace or not.

4.2.4.2 Communicating with male customers

The promoting manager argued that way International Pvt Ltd' communication with its client can improve radically with the information that's being maintained

frequently. the corporate are going to be able to reach resolute customers throughout the country with the assistance of this straightforward information containing contact data of the purchasers. Send outs by e-mails, SMS and mail are going to be used however He believes that the foremost effective tool is SMS as nowadays folks carry their mobile where they're consistent with the realm manager, the foremost vital side of human activity with customers is addressed within the store. Personal communication with the client starts the instant he enters the shop and is important throughout the keep within the store. The employees members of a store ought to welcome the client and conclude the visit with a friendly sensible bye phrase this type of communication makes the client feel enclosed within the store and it improves client relationships. Another vital side to be thought-about once human activity with the client is once human activity with associate sad client consistent with the promoting manager, it's not invariably attainable to compensate a client with financial objects and in most cases, it's vital to be able to communicate with the client so he leaves the shop with a smile.

The store manager doesn't believe promoting efforts like promotional material and different business tools. He prefers personal communication with customers and He expressed that this strategy turns into promoting through the word of mouth, that consistent with his is that the most effective tool. This opinion is any strengthen by clerk United Nations agency believed that the name of the shop is that the most effective communication tool since advertising isn't as efficient because it wont to be. He any argues that so as to develop and maintain relationships, the power to speak with customers through personal interaction is crucial.

4.2.4.3 Brand communication to men

Brand communication, consistent with the promoting manager, is one among the foremost vital aspects of way International Pvt Ltd' communication so as to speak the approach to life International Pvt Ltd whole, the pinnacle workplace sends out a way of life International Pvt Ltd Magazine per annum. Some stores but mail the magazine to their gold members as relationships with these are seen because the most significant ones, whereas others mail the magazine to all or any members as an additional profit. The promoting manager expressed that they fight to style the magazine so it contains a little of everything; Fashion, music artists, movies, cars,

gently dressed girls, and sports it's vital to possess in mind that it's way International Pvt Ltd' target cluster, specifically men within the age bracket of 18-30, United Nations agency can browse the magazine and so it ought to embrace topics that attract their interest consistent with the shop manager, it's vital to form use of the approach to life International Pvt Ltd magazine within the right approach and make sure that it communicates the whole in properly. Moreover, the corporate focuses on handing out the magazine within the right approach, to the proper client the shop manager powerfully believes that the shop ought to be embraced by the approach to life International Pvt Ltd whole and He uses music to speak the whole to his customers. He argues that there's a transparent distinction within the kind of music that may be contend in a very store for men's wear, comparison to stores for women's wear because the way International Pvt Ltd whole is related to fashionable and funky apparels, He selects music terribly rigorously. The music contend within the store must be in fashion and acceptable for the target customers. the shop manager additionally believed that the very fact that he's operating in a very Fashion company facilitate communication of the whole because the company will use communication like magazines, music videos and human mannequins so as to speak the whole identity of way International Pvt Ltd. Finally, consistent with the shop manager, since each store has its own manager, it's crucial to retain sensible communication between the stores, so as to attain whole consistency.

According to clerk, human activity the whole of way International Pvt Ltd additionally involves technological aspects like the company's web site. He argued that because the target customers are male within the age bracket of 18-30, the corporate ought to place additional efforts in up the web site because the target customers possibly use it to get data relating to the whole. once the purchasers is doing thus, it's vital for him to receive a positive impression of the web site and to feel that the efforts that are created within the stores by salesclerks to develop and maintain relationships are mirrored within the company's website.

4.2.5 Additional aspects

During the empirical examination, extra themes that are vital once discussing CRM in lifestyle International Pvt Ltd were recognized. As these aspects will be seen as

factors that contribute to the strategy of CRM, these haven't been enclosed within the previous discussion and instead they're given within the following sections.

4.2.5.1 Culture

According to the promoting manager, the culture at way International Pvt Ltd is concerning being a team despite what position one has within the company consistent with the promoting manager, the whole identity of way International Pvt Ltd is tormented by the organization culture and because the company aims at having a relaxed culture that allows a harmony, the whole is perceived as cool and classy. The culture within the stores is perceived as client targeted and in line with the whole identity, consistent with the promoting manager. The culture is client focussed, the event of relationships with customers is simpler since they're a very important a part of the culture.

The culture inside the approach to life International Pvt Ltd stores is, consistent with the shop manager, identical with the culture for the full company. The employees members are typically invited to activities thus nearer relationships are designed the shop manager believes that this allows a culture inside the shop that's supported the common values and norms of the approach to life International Pvt Ltd whole.

Salesclerk mentioned the importance of confirming to customers that employees members of way International Pvt Ltd extremely are sort of a family that shares identical philosophy a way of doing thus is to with pride represent the whole, each throughout operating hours and through spare time. He points out that the culture at way International Pvt Ltd demands employees members of the stores to wear garments by way brands. In different words, men operating in way International Pvt Ltd are needed to wear garments by the whole whereas girls are needed to wear different way brands that are fitted to them this is often a logical strategy because it will increase the trait of the corporate within the eyes of the purchasers. If customers see that a clerk is carrying, for instance, jeans from another whole, the culture, the believability and therefore the whole of way International Pvt Ltd are going to be questioned.

Regarding the illustration of the whole within the best approach attainable, clerk known that the organization culture encourages employees members to keep up the

honesty that's provided to customers within the store outside the work still this suggests that employees members of way International Pvt Ltd have a responsibility towards the whole throughout their free time too. The culture promotes that identical behaviour within the store is maintained on the surface still so customers feel that the relationships developed within the store exist on the far side the business interactions.

4.2.5.2 Personality

The promoting manager mentioned the importance of using the proper folks into the corporate. He powerfully believes that, because the personal interaction with clients is that the most significant side of developing customer relationships, it's crucial to possess a employees with the proper temperament. He argued that, if folks with inappropriate temperament, perspective or values are utilized, the relationships inside the shop and therefore the ones with customers are simply destroyed the workers at way International Pvt Ltd should be able to establish with the company's whole identity and philosophy the shop manager agrees with the previous discussion and moreover, He known the importance of the temperament of store managers folks operating in a very store ought to be outgoing and social. Store managers ought to even have confidence in their own ability to form enhancements and dare to suppose on the far side ancient frames of promoting, consistent with the shop manager.

Salesclerk believes that the foremost vital characteristics of associate worker United Nations agency is aiming at developing and maintaining relationships are honesty. moreover, he expressed that operating as a clerk has enabled him to become additional social which his temperament has adult through the relationships to customers. He any argued that being a social person is a visible proven fact that is required once discussing relationships to customers as keep persons may not be able to take contact with customers within the same approach.

4.2.5.3 Consistency

According to the promoting manager, nowadays a number of way International Pvt Ltd partners are higher in making activities than others. However, all stores have clear tips for the categories of activities that may be enforced. Since way International Pvt Ltd has multiple stores, it's vital to possess similar activities despite

the placement of the shop. However, stores are given some freedom to implement their own ideas. In some cases, wherever the activities are successful, they need not be enforced in different stores still. The promoting manager stressed the importance of discussing the ideas with the pinnacle workplace as they need to approve. These results in the very fact that the pinnacle workplace receives an outline of activities enforced in numerous countries and these will be shared across so they are not need to begin from scratch if they believe that it's an honest activity for the stores.

The store manager believed that albeit consistency inside CRM isn't absolutely evident all told the stores round the country, the results are admirable, and consistent with his, it's the results that count all the same, the shop manager instructed that additional stores ought to organize activities so as to boost client relationships. He powerfully believed that this may strengthen the apprehension of way International Pvt Ltd as a stylish and funky whole round the country.

4.2.5.4 Maintaining relationships through feedback

The enquiry showed that way International Pvt Ltd receives feedback through shut relationships to the purchasers, and by exploitation this feedback within the correct approach, these relationships are developed and maintained. The promoting manager states that enough feedback from clients is received through the staffs' interaction with the customer. This feedback regard each positive and negative aspects of the merchandise, services etc. The feedback is employed to boost client relationship by satisfying customers and provide them custom created merchandise and services consistent with the promoting manager, economical use of the feedback is gained through open dialogs between customers, employees members and managers.

The store manager explained that through shut client relationships, additional and higher feedback is received. He additionally argued that it's vital to develop relationships as these can assure that the corporate receives correct feedback that's utilized in order to extend customers' satisfaction. Also, the shop manager believed that the feedback that the purchasers offer to the employees is of nice importance because the positive comments will increase the motivation among the employees, whereas the feedback permits them to understand enhancements that may be created consistent with clerk, receiving feedback from clients doesn't solely improve

customer relationships, it additionally helps the corporate to understand enhancements that may be created in different stores.

4.3 DATA ANALYSIS

4.3.1 CUSTOMER-SUPPLIER RELATIONSHIP IN FASHION firms FOR MEN'S WEAR

The author suggests that customer-supplier relationships among Fashion firms for men's wear ought to be classified as semi-intimate.

Semi-intimate relationships are the most effective classification of customer-supplier relationships among Fashion marketing for men as they're nearer than face-to-face- however not as shut as intimate relationships they're characterised by frequent personal interactions and private info exchange. The parties develop bigger understanding for a definite space, particularly attitudes and preferences among Fashion. Semi-intimate relationships are long-run relationships as men tend to become loyal customers. Moreover, semi-intimate relationships embody a shared mode of thinking between the parties, a two-way commitment and trust. Finally, these relationships contribute to mutual price for the parties concerned. Mutual price refers to a win-win scenario wherever the parties concerned in a very relationship reach satisfaction each parties gain intrinsic price, a sense of appreciation on the far side financial terms. Throughout the remaining components of this thesis, the definition semi-intimate relationship is that the one used once discussing customer-supplier relationships.

The promoting manager argued that relationships exist once customers are offered further services so they feel near the corporate. If firms specialize in solely giving services, customers may not enjoy these, and so relationships cannot exist. The author believes that it's not enough to supply services or edges, a Fashion company ought to conjointly make certain that the connection contributes to mutual price, particularly as men are sceptical regarding the advantages gained, consistent with the promoting manager. The importance of giving customers over simply further edges was conjointly complete. He expressed that a relationship exists once price is additional to the services and edges and a typical angle is shared between the corporate and its customers consistent with the author, so as for a relationship to

exist, the giving and also the edges ought to mirror the common angle and values that are recognized by the corporate and its customers this can be in line with Barnes' (2000) discussion that a relationship exists once these is associate angle connecting the participants to every different.

The empirical findings conjointly showed that a relationship doesn't exist only if customers come to the shop on a frequent basis. this can be solely a sign of client satisfaction, that is that the base for developing relationships, however not proof for its existence. Moreover, for a relationship to exist, corporations have to be compelled to think about customers as partners and not as outsiders World Health Organization act with the corporate only if a procurement is happening. this can be a clear consider the case company as focus is on creating the client feel enclosed within the company and, consistent with salesperson, customers ought to ne'er feel that a relationship is desired solely to extend sales. it had been conjointly recognized that special treatment doesn't involve edges which it's rather concerning treating customers' right, so as to make price. Moreover, as mentioned within the previous section, men are a lot of hesitant to enkindle facilitate in a very store and so the author believes that an important issue, for a semi-intimate relationship to exist, is for salesclerks to require contact with male customers and provide special treatment to make price.

When salesclerks provide their advices and customers purchase product consequently, the salesclerks feel happy, mutual price is formed and a relationship exists, consistent with the author. The theories conferred discuss mutual price, however the precise which means of this idea was discovered through the research that showed the importance of satisfaction among the sales division. The employees members of a store feel accomplishment once their advices ar appreciated by the buyer.

The author conjointly believe that because the target cluster is male customers, for a relationship to exist in Fashion marketing, importance ought to be placed on taking contact with these customers because the empirical findings showed that men don't take contact with salesclerks as simply as girls. Finally, for a relationship to exist in Fashion marketing, corporations have to be compelled to bear in mind that it's even as vital for the salesclerks to appreciate fulfilment from the relationships because it is

for the purchasers, in different words, mutual values should be complete by each parties.

4.3.2 IMPORTANT ASPECTS OF SEMI-INTIMATE RELATIONSHIPS IN FASHION firms FOR MEN'S WEAR

The most vital aspects of developing and maintaining semi-intimate relationships in Fashion firms for men's wear, consistent with the data gained through this study. These are conferred in Figure 4-1 and mentioned within the following sections.

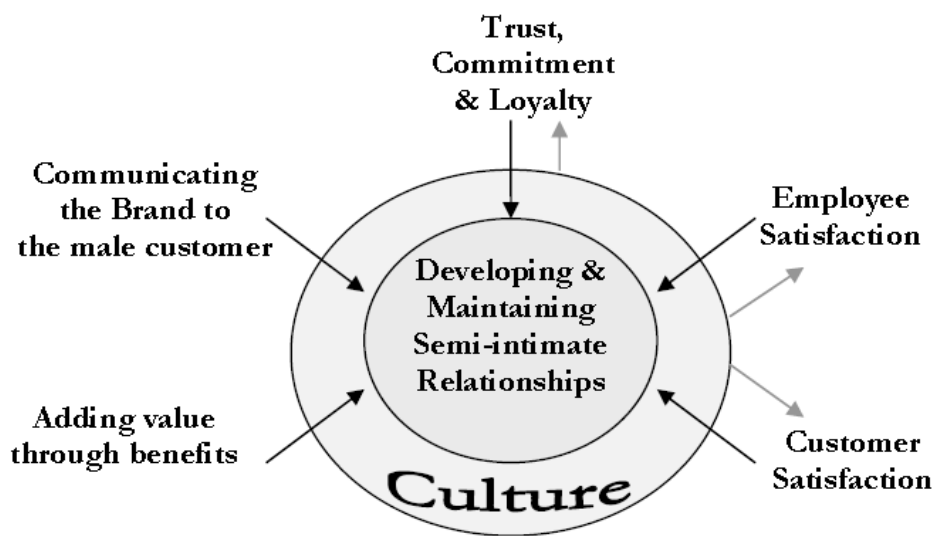


Figure 4.1 Important aspects of CRM in Fashion companies for men's wear, constructed by the author.

4.3.2.1 Culture

Although culture was given as a element of client satisfaction, the author claims that it's far more within the context of developing and maintaining semi-intimate relationships. Developing Associate in Nursing maintaining relationships is an angle and a worth that's placed in businesses and relationships between corporations and their customers. As attitudes and values arises from the organization culture, the author argues that through the information gained whereas conducting this study, it's evident that culture may be a issue influencing all the necessary aspects of developing and maintaining relationships to customers, however principally the primary 3. Moreover, a semi-intimate relationship needs two-way commitment, trust, common attitudes and a shared mode of thinking and these factors attempt from the

culture. Therefore, the author believes that organization culture ought to surround the strategy for developing and maintaining semi-intimate relationships.

Since this thesis aims at providing the foremost necessary aspects once developing and maintaining a relationship, and leadership wasn't thought of as a vital side, the author cannot verify the importance of it. Culture but, as declared before, is considered a vital element of Fashion corporations notwithstanding, the author claims that as culture has been separated from attitudes, and is currently considered a base for generating the proper attitudes in Fashion corporations (which may be a crucial factor); it gains a fair additional important which means the context. The empirical findings strengthen the very fact that the case company uses the sales points to speak the corporate's culture jointly of the most tips for the business department is to wear garments designed by the company moreover, the culture of the corporate encourages workers members to keep up an equivalent behaviour, values, and norms that are promoted within the shop, on the surface yet this allows customers to feel that the relationships are supported common values and norms that are true even on the far side the in-store interactions.

Implementing tips like those mentioned, for the business department is a vital a part of a Fashion company's culture, in step with the author, because the in-store interactions have a right away result on the relationships towards customers. Moreover, the author believes that once discussing culture in Fashion corporations, "Walk the speak," ought to be taken once step additional. The author claims that, in Fashion corporations, as salesclerks are important for client satisfaction, they ought to additionally "Walk the Talk" and represent the culture of the organization.

4.3.2.2 Trust, Commitment & Loyalty

Trust may be a important side of each relationship and by examining the empirical findings, understanding for the which means of trust in Fashion merchandising was achieved. The inquiry showed that the case company realizes the importance of trust and also the business department are inspired to be honest regarding their opinions towards customers. In Fashion merchandising, this suggests that, though honestly would possibly forestall a client from buying sure apparels, a shop clerk ought to still offer shoppers with honest opinions, as this may produce semi-intimate relationships.

The empirical findings showed that the business department believe that the shoppers admit within them which this is often achieved through the honesty that's embedded in the values and also the culture of the case company because the target customers are men, and also the preliminary analysis and also the empirical findings indicated that male customers are additional obsessed with in-store help, honesty is crucial once providing help.

Keeping in mind that Fashion apparels replicate attitudes and values, the author believes that trust between a shop clerk at intervals Fashion merchandising and a client encompasses a direct have an effect on on whether or not a relationship is developed or not. Providing shoppers with honest and real ad-vice is crucial because the client reveals personal info concerning his manner and so salesclerks have to be compelled to worth this info sharing by being honest reciprocally.

The case company is cognizant of the very fact that men tend to be additional loyal and so, it's believed that making a foundation of trust and commitment is vital so as to realize loyal customers. The author argues that since male customers are loyal, it's necessary to reveal the requirements that alter the loyalty so these are often glad.

Moreover, throughout the empirical findings, a discussion concerning trust, commitment and loyalty was command. Evidently, these are necessary factors for the case company and for the shop in question notwithstanding, a majority of the participants mentioned the very fact that developing relationships with customers in tiny cities is less complicated than in larger cities. Therefore, the author cannot facilitate however replicate upon the very fact that achieving client loyalty and commitment should be easier in tiny cities yet. The author argues that this relies on the very fact that interactions ar on a additional social level and, because the space manager noted, these may be a smaller circle of shoppers in smaller cities. However, the author claims that stores situated in larger cities ought to attempt additional for client commitment and ensure that once this is often gained, relationships ar designed on trust and loyalty as these factors guarantee a stabile foundation for the link. Finally, the author believes that this strategy is vital in smaller cities yet, as customers World Health Organization ar perceived as committed customers are often committed to competitors if the relationships don't seem to be designed on trust and loyalty.

4.3.3 EMPLOYEE SATISFACTION

In the inquiry, the case company showed that effort is placed on increasing worker satisfaction by up internal relationships conferences and activities are often times command so as for the workers members to feel enclosed within the organization and to realize friendly relationships this is often believed to own a right away impact on client satisfaction and in step with the shop manager; “If you fancy your job then you smile outward and your smile can build the shoppers happy.” This statement is in line with belief, that workers ought to develop an equivalent shut relationships to every alternative like the shoppers moreover, culture, leadership and also the climate of a company directly impacts the performance of workers. The empirical study showed that the pinnacle workplace focuses on in-creasing worker satisfaction by exploitation culture as a tool for implementing an equivalent values at intervals the entire organization. Moreover, in line with the theories given, the case company uses internal communication for up internal relationships, that ends up in satisfaction among the workers members.

The author believes that it's logical to assume that worker satisfaction ends up in client satisfaction and thereby higher relationships are often developed with customers. However, the author argues that a corporation will produce the required internal atmosphere for worker satisfaction in step with the theories, however worker satisfaction are often accomplish among the workers if the workers haven't been fastidiously elite. Realizing the importance of the business department, A the bulk of the participants declared that the business department is that the most significant channel for conducting CRM, as they're those taking personal contact with the shoppers. A shop clerk ought to have a private interest in Fashion, in step with the author, so as to supply correct recommendation to customers and gain the proper information concerning customers' preferences through the link. From the interviews with the salesclerks, it absolutely was evident that each have the characteristics required at intervals Fashion and so, the author believes that the shop manager, among others, claimed that the sales-clerks are the foremost necessary channel once developing client relationships. As they need the proper angle towards Fashion, they're ready to develop relationships and this is often clearly noticed by the shop manager. The author additionally claims that salesclerks are the foremost necessary channel once developing relationships in Fashion corporations. moreover, as Fashion

merchandise are utilized by shoppers to speak a life-style, and salesclerks are those providing shoppers with the proper tools for this communication, the author believes that the salesclerks' recommendations are extremely necessary for patrons. If salesclerks don't facilitate customers within the right approach, customers may not notice the proper tools for human activity their manner. The author argues that this may be an obstacle in Nursing once developing and maintaining relationships.

4.3.4 Customer satisfaction

Understanding customers' preferences so as to extend their satisfaction is extremely necessary for Fashion corporations as they have to develop a group that surprises customers and not solely matches their preferences. Client satisfaction derives from worker satisfaction and each cause developed and maintained relationships as mutual worth is formed. As Fashion corporations are in operation in a very extremely competitive trade, it's necessary to supply clients with a wonderful core product or an honest image so as to extend customer satisfaction.

Throughout the inquiry, no proof was found showing that the case company encompasses a service perspective and vie with a complete service providing. However, the author states that the case company strives for client satisfaction. A majority of the participants outlined client satisfaction as once customers come to the shop on a frequent basis and once the corporate gains a name of excellent services and merchandise, through word of mouth. The area manager believed that customers are glad once they receive highest service. Moreover, he argued that because the company will increase the quantity of purchases from suppliers, clients are offered additional up so far merchandise and customer satisfaction is increased in step with the author, even if the case company doesn't have a service perspective, it's still achieving client satisfaction to some extent. However, some parts from the theories concerning client satisfaction, like when sales services, don't seem to be achieved even if when sales services are necessary for Fashion corporations conducting CRM, no proof of such activities were found throughout the inquiry. The author claims that if the corporate would implement a service perspective, particularly as they're a Fashion company, the importance of all client satisfaction parts would become evident.

4.3.5 THE PRODUCT

During the interviews the participants declared that by developing and maintaining shut relationships to customers, information regarding their preferences is gained and this ends up in manufacturing merchandise that meet their demands. In theories concerning client satisfaction in CRM, this procedure is stressed and once doing this, indication of client importance is given, resulting in client satisfaction. The author argues that corporations at intervals the style trade ought to worker methods that ar on the far side this procedure.

The author believes that this is often not extremely accomplished by the case company which client satisfaction would increase if awareness concerning this reality was achieved. The author powerfully believe that for Fashion corporations, it's not regarding developing and maintaining relationships so the corporate will offer customers with merchandise in step with their preferences. it's rather regarding developing and maintaining relationships with customers so corporations will surprise them with new merchandise which will suit their future preferences.

4.3.6 Sales activities

Sales activities are necessary for client satisfaction in CRM as in-store interactions are the one amongst the simplest opportunities the business department should develop and maintain client relationships. A notable issue from the interviews with the business department was the very fact that all of them believe that honest, trust, compliments, additional edges and a pleasing keep within the store are all factors that contribute to client satisfaction. The author argues that the case company has accomplished the importance of in-store interactions which focus is placed on treating customers properly, throughout their keep within the store. Moreover, the author claims that the case company uses all tools out there within the store to make an environment wherever client satisfaction is maximized. Example of those are, taking part in music within the store that suits the target customers preferences, sporting Fashion merchandise designed by an equivalent company and build the client feel enclosed and necessary within the company throughout his keep.

Finally, so as to extend client satisfaction and maximize the customers' expertise within the store, customers of the case company are treated as relative customers this

suggests that customers are treated an equivalent, in spite of whether or not they get merchandise or not, in step with the shop manager. In Fashion corporations for men, the author argues that, treating shoppers as relative customers is significant. This argument is strong by men's client behaviour that was mentioned throughout the empirical findings it absolutely was evident that men typically apprehend what they're probing for and perform the acquisition promptly. Therefore, the author state that, because the variety of times wherever men go "window-shopping" are restricted, it's crucial to require use of visits to point out that they're enclosed within the organization even if no purchase is going down. The author believes that this may increase client satisfaction and cause the event of semi-intimate relationships.

4.3.7 ADDING WORTH THROUGH EDGES

The author argues that even if all edges and activities that were given within the empirical findings are necessary for the shoppers, they can't be thought of as necessary side of developing and maintaining semi-intimate relationships in Fashion merchandising.

Many of the advantages and activities weren't aimed for developing and maintaining relationships, rather for maintaining the complete identity and creating the client come to the shop. The theories given concerning CRM describe each the benefits and downsides of characteristic key customers of a company. On the opposite hand, theories concerning Fashion management and also the empirical findings stresses on the very fact that key customers ought to be known so as to deliver an acceptable assortment and increase sales. The author believes that corporations at intervals the style trade ought to establish their key customers. The author argues that since a Fashion product may be a personal tool to speak a life-style or Associate in Nursing angle, it's necessary to realize correct information regarding the customers' preferences, and so as to try to therefore, a Fashion company has to establish its key.

4.3.7.1 Spoiling the client

The author believes that consumers don't solely get a product or service anymore; they rather buy the advantages that are gained through the acquisition. As shoppers haven't been enclosed during this study, the author cannot verify this reality. However, the author argues that if this is often the case, a Fashion company

conducting CRM ought to, embrace key clients with customer methods that are developed with the assistance of the information that's gained through relationships. This was evident from the empirical findings because the case company had known their key customers, developed semi-intimate relationships with them, gained information regarding them and offered edges and activities designed when the key customers preferences and attitudes the foremost notable side of the activities was the very fact that these were designed to suit male shoppers this is often one thing that each one Fashion corporations for men ought to take under consideration once implementing activities or edges for his or her male shoppers, in step with the author. moreover, the author argues that developing the client strategy in step with the key customers preferences, is very crucial for Fashion corporations for men's wear as this target cluster is additional sceptical towards what they gain from the advantages. Moreover, the proper development of the client strategy is additionally necessary for Fashion corporations since this strategy is that the base for gaining loyal customers.

Finally, it ought to be mentioned that developing client methods in step with key customers preferences and attitudes is regarded, by the author, as a vital side for maintaining semi-intimate relationships with key customers. The author argues that once semi-intimate relationships are developed, so as to keep up these relationships, it's necessary to form certain that customers expertise the mutual edges and values even at this level. Thus, developing a client strategy that has customers with edges or activities that suits their preferences and attitudes may be a tool for maintaining developed semi-intimate relationships.

4.3.7.2 Adding worth to a plastic card

The author argues that the means with having a loyalty club is to realize loyal customers and provide them edges. However, in reality, customers in loyalty clubs are loyal, however to not one company, rather to any or all loyalty cards that they need.

The area manager declared that it's not regarding providing the shoppers with a plastic card. it's rather regarding providing a plastic card with edges and values so higher client relationships are often generated through the cardboard. The author argues that, as loyalty clubs (or similar activities) are quite common and nearly each store provide memberships, it's necessary for a Fashion company for men's wear

aiming at developing and maintaining semi-intimate relationships with their customers, to make sure that the identity card is related to service and mutual edges.

Furthermore, the author believes that as a semi-intimate relationship is characterised by gaining mutual edges on the far side financial values, it's important for the client to comprehend that the membership card's worth is quite financial, so as for him to get a coherent image of the link. The author stress the very fact that edges aimed for men ought to have, in line with the empirical findings, quite financial values, but also, the advantages ought to be designed in step with men's promoting preferences, namely, easy and at intervals one theme.

4.3.8 Communicating the brand to male shoppers

The last necessary side once developing and maintaining relationships at intervals Fashion merchandising, in step with the author, is communication. The importance of communication in Fashion corporations on totally different levels is often divided into internal- and external communication. The inquiry showed that the pinnacle workplace arranges conferences often times to own smart internal communication, and this is often believed to boost the external relationships with customers as workers members are all alert to new happenings within the company the shop manager declared that the interior communication between stores and at intervals his store were functioning fine as exchanges of ideas are evident. The author states that internal communication is extremely necessary because it is thru these communications that internal relationships and worker satisfaction are achieved. As mentioned earlier, worker satisfaction is directly related with client satisfaction, and each factors cause semi-intimate relationships.

Although the participants within the empirical findings declared that the interior communication between the stores is sweet, the author cannot facilitate however replicate upon the very fact that the stores are either franchised or in hand by a sister subsidiary of the most company it absolutely was declared that the very fact that the stores have completely different homeowners ends up in different physical phenomenon of CRM within the different store in step with the author, this is often an absence of consistency within the external communication as a store situated in south of Republic of India would possibly offer higher worth for his or her customers, than a store up north. The author believes that this lead to that totally

different customers have different perception of the complete identity which corporations have to be compelled to aim for consistent communication this may facilitate clients with characteristic with the corporate and also the author believes that customer commitment and trust is gained. The author argues that a client won't be ready to trust a Fashion company and feel committed to that if the communication of the complete is acted out otherwise.

Nevertheless, the promoting manager believed that the new national loyalty club can improve the consistency and also the communication of the complete and also the author agree, because it can offer customers with similar profit. The author additionally claims that, in line with the world manager, the new identity card ought to be used for communication with the shoppers. this suggests that the identity card are often related to the complete identity if mutual worth is achieved through the loyalty club, and this may cause developed and maintained client relationships.

Relational tools are a company's web site and e-mail send-outs, ought to be used additional by Fashion corporations so as to extend interactions with customers. However, the author of this thesis doesn't believe exploitation technological solutions so as to boost semi-intimate relationships though technological solutions in several cases are often accustomed improve communication with customers, these solutions can cause additional frequent interactions and to not personal communication. The author state that, as semi-intimate relationships will solely be developed and maintained through personal interactions, given the character of it, and also the author claims that the definition of relative tools is dishonest . The author argues that these tools ought to be outlined as technological tools for up communication and not as relative tools.

However, the in-store interactions are necessary, for up the communication of the complete. In line with their argument, and also the discussion with the world manager, the author claims that the sales purpose is regarding making relationships and human activity the complete through the business department. As declared earlier, worker satisfaction ends up in client satisfaction. The author claims that this procedure is clear within the communication of the complete yet. If the workers have an equivalent values Associate in Nursing attitudes because the company and also the complete it'll cause the very fact that customers will accomplish an correct

apprehension of the complete, throughout their visit within the store. In alternative words, the author claims that in-store interactions are the simplest tools for communication of the complete identity. This statement was additionally stressed by the interviews with the business department wherever it absolutely was argued that advertising isn't as economical any longer which focus is on up the communication of the complete through in-store interactions. Men don't seem to be tormented by advertisements within the same sense as girls and corporations have to be compelled to notice new ways in which, apart from ancient advertising methods, so as to speak with male shoppers this is often in line with the shop manager's argument that private communication within the store is that the best communication tool which it ends up in promoting through the word of mouth that, in step with his is Associate in Nursing economical line.

4.4 CONCLUSION

4.4 CONCLUSION

The author believes that the aim of this thesis was consummated because the 2 analysis queries were examined and answered within the analysis. the subsequent half can give readers with conclusions from the analysis for every analysis question.

I. A customer-supplier relationship in Fashion corporations for men's wear may be a semi-intimate relationship. This relationship exists once the parties concerned expertise mutual values and edges. Moreover, customers feel enclosed within the organization and customary attitudes square measure shared by the parties.

A semi-intimate relationship may be a semipermanent relationship that's characterised by frequent personal interactions and private data exchange. moreover, this relationship includes a shared mode of thinking, two-way commitment and trust. Also, a semi-intimate relationship should contribute to mutual values, because it may be a very important issue for its existence. Mutual values in Fashion marketing refers to services and edges that ends up in satisfaction on the far side financial values. this can be particularly necessary for male shoppers as they're sceptical concerning edges that arrive from a relationship inside Fashion marketing. moreover, a semi-intimate relationship exists once the shoppers square measure enclosed within the company AND interactions square measure on an social level. Also, for this relationship to

exist, importance ought to be placed on taking contact with male client as they're a lot of hesitant to provoke facilitate. Finally, the author has come back to the conclusion that, a semi-intimate relationship doesn't exist through one action; it's rather developed through a series of actions.

II. A fashion company for men's wear have to be compelled to contemplate the subsequent aspects so as to develop and maintain semi-intimate relationships to its target clients; a customer centered culture, trust, commitment and loyalty, worker satisfaction, client satisfaction, adding worth through edges and act the complete to the male client.

Culture influences all the necessary aspects mentioned by the author, however largely employee-and client satisfaction and trust, commitment and loyalty. A client centered culture implies that customers should be embedded within the culture. so as to develop a client centered culture, managers have to be compelled to use the proper folks and build a association between the culture and attitudes within the company. The author concludes that culture and attitudes can't be compiled along. Culture is very a foundation for making the proper attitudes client centered culture ought to run through the complete organization and into the sales points, wherever semi-intimate relationships square measure developed through social interactions. The author claims that developed and maintained semi-intimate relationships square measure easier to realize if the values and attitudes for making them square measure enclosed within the organization culture.

Trust, commitment and loyalty square measure the inspiration for developing and maintaining semi-intimate relationships. Trust inside Fashion marketing for men implies that the sales department should give male shoppers with honest opinions, though it'd forestall these customers from buying sure apparels. this can be extremely necessary as male shoppers square measure addicted to in-store help. Moreover, trust is believed to own a right away have an effect on on whether or not social relationships square measure developed or not. Commitment refers to each worker and client commitment once emotional bonds between the corporate and its customers square measure evident, client commitment is gained and this may cause semi-intimate relationships so as to realize client loyalty, Fashion corporations for men's wear ought to implement a loyalty club, designed per male client behaviour

that provides customers additional edges that contribute to worth on the far side financial terms this can be very important as male shoppers square measure a lot of loyal than ladies and understanding what allows their loyalty helps the corporate in achieving it.

Employee satisfaction is achieved once employees members of the corporate feel they're enclosed within the whole organization and these are friendly relationships among the staff each the organization culture and internal communication ought to try for increasing worker satisfaction because it encompasses a direct have an effect on client satisfaction worker satisfaction is maximized once the employees members square measure fastidiously designated and therefore the right folks with the proper attitudes, values and personalities square measure utilized. In Fashion marketing, the proper folks with the proper temperament square measure social, inventive and have the flexibility to encourage others. These factors can cause improved internal relationships and developed semi-intimate relationships. Finally, the author all over that the sales department is that the most vital channel once developing and maintaining semi-intimate relationships and realizing the importance of the sales department and their satisfaction is significant in Fashion marketing.

Customer satisfaction ends up in developed and maintained semi-intimate relationships because it derives from worker satisfaction and each square measure proof of that mutual worth is made so as to realize client satisfaction, companies have to be compelled to have a service perspective in order that information regarding the customers' preferences are often gained moreover, because the garment industry is extremely competitive, having a service perspective and giving customers a complete service giving can give corporations with competitive benefits through the relationships developed client satisfaction doesn't arise from one or a number of the element necessary, it's rather a mixture of all four factors. In Fashion corporations, the primary client satisfying issue, specifically the merchandise, mustn't be designed per customers' demands. a company should grasp its customers' preferences well in order that they'll supply merchandise that may surprise customers whereas it suits their preferences even so, good merchandise don't lead to semi-intimate relationships. Sales activities square measure necessary because it is thru in-store interactions that semi-intimate relationships square measure developed and maintained. moreover, it's necessary to stay in mind that these activities square

measure essential even once the male client isn't buying something only if male shoppers don't go “window-shopping” typically, it's necessary for the semi-intimate relationships' development and maintenance that they feel enclosed within the organization and feel that a relation-ship exists on the far side financial values throughout these occasions this suggests that Fashion corporations ought to treat customers as relative customers.

In order to feature worth through edges, a Fashion company for men's wear ought to establish the shoppers' preferences and with this data supply edges and activities that make certain that the customers expertise additional values. This reality is believed to be crucial for Fashion corporations for men's wear as male customers square measure a lot of sceptical towards what they gain from edges moreover, so as to realize the mentioned recommendation, it's necessary to conduct an accurate client strategy as this strategy is that the base for gaining loyal customers, with whom relationships are often developed. Finally, once aiming at developing and maintaining relationships, loyalty clubs (or similar activities) and therefore the edges provided through them don't seem to be necessary. Significance is instead placed on the advantages and values that the cardboard provides, that generates higher relationships. Also, the cardboard should be related to mutual edges and values. These edges ought to have over financial values and be designed when men's selling preferences.

Communicating the complete to male shoppers is that the last necessary side so as to develop and maintain semi-intimate relationships. The author came to the conclusion that communication of the complete identity should be consistent within the whole organization so as for a customers to be ready to establish with the corporate and feel trust and commitment, that ends up in semi-intimate relationships. Communication in Fashion corporations for men is improved by implementing a loyalty club that provides values and additional edges fitted to male shoppers. The identity card will then be seen as a communication tool as male shoppers can associate it with values and therefore the complete identity of the corporate. However, the foremost necessary communication is that the sales purpose because it is thru social interactions that semi-intimate relationships square measure created. As male shoppers don't seem to be extremely influences by advertizing, personal communication is that the best tool for act the complete identity of the corporate.

Finally, new implications for relative tool are introduced, namely; the sales department, the utilization of advantages and activities that contribute to non financial values, and therefore the giving of membership in an exceedingly loyalty club with a plastic card that communicates the complete identity of the corporate. it absolutely was all over that these tools square measure necessary for the event and maintenance of semi-intimate relationships.

Taking the previous discussions into consideration, the author believes that the aim of this thesis has been consummated as a customer-supplier relationship in Fashion corporations for men's wear has been outlined as a semi-intimate relationship. Moreover, the conditions for its existence are known. Finally, the foremost necessary aspects once developing and maintaining semi-intimate relationships are determined.

4.5 LIMITATIONS

The chosen trade for this thesis is that the Fashion marketing trade for men. Moreover, the author has chosen to conduct this study on one specific multiple grocery store that operates on the Indian market, specifically life style International Pvt Ltd.

The analysis is proscribed to the angle of the corporate and therefore the opinions of male shoppers haven't been taken into consideration. Thus, it ought to be mentioned that the discussions concerning male shoppers square measure simply supported opinions of the corporate and theories.

Furthermore, CRM is taken into account to own 3 perspectives;

- CRM as a specific technological answer
- CRM as a large varies of customer-oriented IT and web solutions
- CRM as AN approach to manage client relationships so as to make stockholder worth. This thesis can specialize in the third perspective and disrespect technological solutions created by the chosen case company. Finally, because the author square measure solely fascinated by the relationships between a Fashion company for men's wear and its target customers, feminine customers shopping for attire from the style company won't tend any notice.

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ANNEXURE 1

INTERVIEW GUIDE FOR MARKETING MANAGER

Main questions

1. Which role do you believe CRM has in Lifestyle International (P) Ltd.?
2. How do you conduct CRM in Lifestyle International (P) Ltd.?
3. What kind of instructions regarding CRM do you give to your franchisers?
4. How do you give these instructions? (Meetings, workshops?)
5. How do you increase the awareness about CRM in your stores?
6. What kind of “extra benefits” do you offer your customers?
7. Do you have a loyalty club? If yes, how does it work? Do you feel that it improves CRM?
8. How do you believe CRM can be improved at Lifestyle International (P) Ltd.?
9. Do you believe that Lifestyle International (P) Ltd.’ income/profit has increased since the company decided to conduct CRM?
10. How does Lifestyle International (P) Ltd. integrate with its customers in addition to the things that have been mentioned? Are there more concrete things that are made in order to gain and maintain customers?
11. How do you define customer satisfaction?
12. Does Lifestyle International (P) Ltd. prioritize some customers over others?
13. Through which channels does Lifestyle International (P) Ltd. reach its customers?
14. Which are the most important channels for Lifestyle International (P) Ltd. in order to retain good customer relationships? (Catalogues, salesclerks, loyalty clubs?)
15. Do you believe that the most important activity for a company today is to satisfy customers?
16. How does Lifestyle International (P) Ltd. work in order to find out customers’ demands?
17. Do you believe that Lifestyle International (P) Ltd. receives feedback from the customers regarding the products and services provided to them? If yes, in which way do you receive feedbacks and do you believe that these are used in the best way in order to create customer satisfaction? Do you believe that the usage of the feedback can be improved? If yes, in what way?
18. What is done in order to compensate dissatisfied customers?
19. In the literature for Fashion management authors often discuss the importance of finding a balance and good communication between the innovative part of the organization (designers) and the managers in a Fashion company. Do you believe that Lifestyle International (P) Ltd. are doing this in a successful way?
20. How would you describe Lifestyle International (P) Ltd. culture? Do you think that the culture is different from store to store or that Lifestyle International (P) Ltd. as a brand has the same culture everywhere? What are the benefits or disadvantages with the answer you gave in the previous question?
21. What are the advantages for Lifestyle International (P) Ltd. and its customers by having a close relationship?
22. Finally, do you believe that the fact that Lifestyle International (P) Ltd. stores are franchised is a disadvantage when conducting CRM, since every-one may not work with CRM in the same way?

ANNEXURE 2

Interview guide for store manager at Lifestyle International (P) Ltd.

Introduction questions

Firstly, we would like you to tell us about how Customer Relationship Management (CRM) is implemented and practiced in Lifestyle International (P) Ltd., and more specifically in your store? Did you find any advantages with being a Fashion company conducting Fashion management when implementing/ practicing CRM?

Main questions

1. How do you conduct CRM in your store?
2. Do you believe that CRM is an important aspect for the store you are managing? -Why/ why not?
3. What kind of instructions about CRM do you receive from the headquarters? -How do you receive these? (Meetings?)
4. How do you increase the awareness about CRM among your staff?
5. What kind of “extra benefits” do you offer your customers, if there are any?
6. Do you have a loyalty club in your store? If yes, how does it work? Do you feel that it improves CRM?
7. How do you believe CRM can be improved at Lifestyle International (P) Ltd.?
8. Do you believe that your income/ profit have increased since you conducted CRM?
9. How do you integrate with your customers in addition to the things that have been mentioned? Are there more concrete things that are made in order to gain and maintain customers?
10. How do you define customer satisfaction?
11. Do you prioritize some customers over others?
12. Through which channels does Lifestyle International (P) Ltd. reach its customers and which are the most important ones? (Catalogues? Salesclerks? Loyalty Clubs?)
13. Do you believe that the most important activity for a company today is to satisfy customers? If yes, how do you work in order to satisfy them?
14. Do you believe that you receive feedback from your customers regarding the products and services provided to them? If yes, in which way do you receive these feedbacks and do you believe that these are used in the best way in order to create customer satisfaction? What improvements can be made regarding the information stream in the company?
15. What is done in order to compensate dissatisfied customers?
16. How would you describe Lifestyle International (P) Ltd. culture? Do you think that the culture is different from store to store or that Lifestyle International (P) Ltd. as a brand has the same culture everywhere? What are the benefits or disadvantages with the answer you gave in the previous question?
17. Do you believe that culture is an important aspect in order to retain close relationships to your customers? Why?
18. What are the advantages for Lifestyle International (P) Ltd. and its customers by having a close relationship?
19. Do you cooperate with another Lifestyle International (P) Ltd. store? If yes, how does this cooperation work?
20. Your store is owned by Bestseller Retail Europe while other Lifestyle International (P) Ltd. stores are franchised. Do you see this as a disadvantage when conducting CRM, since every store may not work with CRM in the same way? Do you think that this can be seen as an obstacle when creating close relationships to consumers as customers may not get the same service from other stores?
21. Finally, what do you believe the headquarters and your store can do in order to improve CRM at Lifestyle International (P) Ltd.?

ANNEXURE 3

Interview guide for salesclerks at Lifestyle International (P) Ltd.

Main questions

1. How do you conduct CRM in your store and which role do you believe CRM has in the store you are working in?
2. What kind of instructions about CRM do you receive from the your manager? -How do you receive these? (Meetings, Workshops etc?)
4. What activities are made in order to increase the awareness for CRM in your store?
5. What are the “extra benefits” that Lifestyle International (P) Ltd. are offering its customers, if there are any?
6. Do you have a loyalty club in your store? If yes, how does it work and do you feel that it improves CRM?
7. Do you feel that you have succeeded in establishing close relationships to your customers?
8. If the answer to the previous question is yes:
 - Describe the relationships between you and the customers.
 - Would you describe these customers as loyal customers?
 - Do you think that you sell more products due to the fact that the customers trust your judgment and that you can give personal advices regarding clothes that suit certain types of people?
9. What do you think should be done in order to improve CRM in your store?
10. How do you integrate with your customers in addition to the things that have been mentioned? Are there more concrete things that are made in order to gain and maintain customers?
11. How do you define customer satisfaction?
12. Do you/your store prioritize some customers over other?
13. Through what channels do you reach your customers and which are the most important ones? (Catalogues, salesclerks, loyalty clubs?)
14. Do you believe that the most important activity for a company today is to satisfy customers? If yes, how do you work in order to satisfy them?
15. Do you believe that you receive feedback from your customers regarding the products and services provided to them? If yes, in what way do you receive these feedbacks and do you believe that these are used in the best way in order to create customer satisfaction? Do you think that this feedback reaches the headquarters, in other words, does the upward stream of communication work in Lifestyle International (P) Ltd.? What improvements can be made regarding the information stream in the company?
16. What is done in order to compensate dissatisfied customers?
17. How would you describe Lifestyle International (P) Ltd. culture? Do you think that the culture is different from store to store or that Lifestyle International (P) Ltd. as a brand has the same culture everywhere? What are the benefits or disadvantages with the answer you gave in the previous question?
18. Do you think that the culture is an important aspect to maintain close customer relationships?
19. What are the advantages for Lifestyle International (P) Ltd. and its customers by having a close relationship?
20. Your store is owned by Bestseller Retail Europe and other Lifestyle International (P) Ltd. stores are franchised, do you believe that this is a disadvantage when conducting CRM, since every store may not work with CRM in the same way? Do you think that this can be seen as an obstacle when creating close relationships to consumers as customers may not get the same service from other stores?
21. Do you cooperate with another Lifestyle International (P) Ltd. store? If yes, how does this cooperation