A STUDY ON THE MAIN DRIVE OF RELATIONSHIP POLICIES IN THE FMCG PRODUCTS PURCHASE IN NEW DELHI (NCR)

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ABSTRACT: In 21st century in the business, relationship marketing playing very important role. Relationship marketing maintains with buyers has become a main driver to market. Now a day's business depends on the customers and consumers demand, business growth is totally dependent on goods and active customer relationship improving in order to fulfill the customers' needs and give a competitive advantage for the business. Today's competition is very high especially in the FMGC markets. The objective of this study was to analysis the key drive of relationship policies in the FMCG market in Delhi (NCR) with a sample size of 150 respondents mainly on customers in FMCG market following Qualitative and quantitative both methods. Respondents data was analyzed statistically for percentage and correlation. It was found that relationship marketing strategies had a very strong effect on FMCG product purchased with good quality of products. It was recommended for quality business and regular growth, the customer's relationship with high attention is required along with good quality of product.

KEY WORDS: FMCG product, Relationship and marketing strategies.

Relationship marketing is part of the CRM (customer relationship management) that target on customer relation rather than shorter period time goals like customer acquisition and single sales. Main motive of relationship marketing is to develop strong, even some emotional, customer relation to a particular brand that can gain to ongoing business. It is contract to the more traditional transaction marketing approach, its main focus on improving the number of single sale. The return on customer acquisition cost may be insufficient in the transactional model, may be customer agree to select that brand one time, but without any good relationship marketing strategy. But in the future may be that customers not come back to that brand. While company joint element of both transactional marketing and relationship marketing. Customer relationship marketing playing very important role in staring for any company.

Relationship marketing a most costly and difficult work facing any business is acquiring new customer for the product. Create a potential attention of a customer, create a convincing power, and then to large facilitating the accompanying sale can leads to large expenses when every moment is considered. "According to Business authors Emmeett c. Murphy and Mark A. Murphy, acquiring a new customer an cost five times as much as retaining an existing customer".

Mainly marketing relationship involves the improvement of with in organizational operations. Many consumer leave the products purchase because they did not life the product. Customers are they, where frosted with the product services, if a company streamline it's within organizational operation to fulfill all services needs of their customer, customers will be hopper even in the face of goods and services problems. In relationship marketing technology plays an very important role if easier for firms to treat, store, examine and then use huge amount of customer material through the internet company offered personalized ads, special deals and expected services, may be that services as a competition on the products purchase as a taken appreciation for their brand loyalty. In relationship marketing public media sites provide business to involve their target buyers in an informal and current way in the previous company keep the personal records of customers if the records are use full. Relationship marketing is also one final component in branding. A firm can make a long period connection with the customers if those customers feels like the product they buying reflect who they are or who they want to be. Customers are minimum motivated to move to another product if they think have move makes a report about the identity.

Relationship Marketing Best Practices:

- A company takes regular survey and polls to solicit feedback from the targeted clients.
- After feedback from the clients give a respect on response and incorporate it into the company's business practices.
- Utilization of any all public media a outlets to attach by clients.

- Have active client observing technologies in places.
- Company makes and use fair policies to dictate how use company staffs should interact with clients in both situations like positive and negative.
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Example of Relationship Marketing:

Direct Recruitment: A company send direct mail and handwritten cards on the customer's special occasions like, Birthday, Marriage anniversary, and any festival which personal touch help customer fill like direct recruitment cares about there as people rather than simply consumers.

Pantaloons: Pantaloons is an Aditya Birla Fashion and Retail Ltd. Pantaloons maintain good relationship with customers, they providing special offers for regular and register customers and providing facilities on our card value like, 3 stars, 5 stars and 7 star. Some special discount on the Birthday time period and special phone call or personal mail on birthday date. Through these activities Pantaloons create good relationship with customers in the market and create relationship marketing.

FMCG Product

Fast moving consumer goods are those goods that are sell quickly and at a relatively on minimum cost. The fast moving consumer goods deals mainly with the making movement as well as marketing of packaged goods for all buyers. FMCG products include consumables which are in normally used via customers at regular basis. FMCG products used up over a short time. Profit on the FMCG products is somewhat small, and sell of the FMCG products in huge quantities. So the combined income on FMCG goods can be larger.FMCGs certain features mode the industry competitive are short working cost, actual supply network, and create out of fresh FMCG firms. Market study on FMCG products by the intelligence gives visions into market growth projection, chances and market policies to offer the incensement in this division. Some particular places for purchasing of FMCG products at General stores, grocery stores, supermarkets and hypermarkets some famous name of FMCE products sells markets in India like , Big bazaar, Vishal Mega Mart, Spencer, shopper stopper, More, Easy day, etc. Today's higher competition in the market, so that to meet and identifying the need of customers and provide full satisfaction in markets. Companies increase their connections with the consumers. Create a long-listing rapport with customers and develop promotional techniques.

RESEARCH METHODOLOGIES

The study was showed done both qualitative and quantitative approaches. Where accepted in carrying out exploratory study with the help of questionnaire and interview in data collection and view of customers regarding FMGC products buying. Primary and secondary data sources were collected. Primary data collected with questionnaire self - administered to the respondents. Secondary data saw the use of articles, journals related to FMCG product purchasing. Convenience sampling techniques, was accepted to allocate the questionnaire amongst 150 respondents from New Delhi (NCR)) particular place Sarojnee Nagar, Lajpat Nagar, and Rohinee west.

RESULTS AND DISCUSSION
Demographics

It was observed from the table that demographics profiles of the respondents who are buyer in the FMGC markets. Male respondents are more then to female (64%) respondents representing (97) out of 150. Other hand only (36.0%) respondents representing (53) out of (150).

It was observed from the table that the age groups of the respondents were a overall of 51 respondents representing (34.0%) of the sample were create in the age categories 20-30, 42 respondents representing (28.0%) were create age categories 31-40, over-all of 36 respondents representing (24.0%) were found in the groups of 41-51 and lastly 21 respondents representing (14.0%) were found in the age group of 51 above.

Table- 1: Socio-economic profile of respondents
(N=150)

Demographic	Description	Respondents	Percentage
Gender	Male	97	64.6
	Female	53	35.3
	Total	150	100
Age	20-30	51	34.0
	31-40	42	28.0
	41-50	36	24.0
	51-Above	21	14.0
	Total	150	100
Qualification	Graduate	60	40.0
	Postgraduate	52	34.7
	Professional	30	20.0
	Others	8	5.3
	Total	150	100
Occupation	Government worker	30	20.0
	Private/self Employed	75	50
	Student	45	30.0
	Total	150	100
Income Level (P.M.)	Rs.10,000-25,000	24	16.0
	Rs.26,000-50,000	75	50.0
	Rs.50,000-Above	51	34.0
	Total	150	100

With detail to the qualification of buyers was saw that 60 respondents representing (40.0%) of the customers graduate, a overall of 52 respondent representing (34.7%) are postgraduate customers. While 30 respondents representing (20.0%) are professionals and finally 8 respondents representing (5.3%) of the have other qualifications.

It was observes from the table that 75 respondents representing (50.0%) customers private and self-employed, a overall of 45 respondent representing (30.0%) customers are students and finally 30 respondents representing (20.0%) customers government workers.

It was observed from the table that income level of the customers, 75 respondents representing (50.0%) are in the medium income group getting between Rs. 26,000-50,000. This is surveyed by those consider as hither income group, 51 respondents representing (34.0%) getting Rs. 50,000 above and remaining 24 respondent representing (16.0) get between Rs. 10,000-25,000 once-a-month.

Table-2: Customer Interaction with FMCG purchasers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	39	26.0	26.0	26.0
	Agree	104	69.3	69.3	95.3
	Neither Agree or Disagree	7	4.7	4.7	4.7
	Total	150	100.0	100.0	100.0

It was observed from the table that with regard to the question "Customers interaction has a major impact on FMCG purchases", (26 % + 69% = 95.3%) representing (39+104=144) out of 150 respondents selected for study said Customers interaction has a significant influence on FMCG purchases. Other hand only (4.4%) representing (7) out of 150 respondents they are not customers interaction has a major impact on FMCG purchases.

Table-3: Correlation: customers interaction with FMCG purchasers

Particulars		FMCG purchases and Customer Interaction	FMCG purchases and customer retention
Customer interaction	Pearson Correlation	1	.957**
	Sig. (2-tailed)		.000
	N	150	150
FMCG purchases and	Pearson Correlation	.957**	1
Customer retention	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

There is positive relationship between customer's interaction and FMCG Purchase value is 95.7. Showing very strong positive correlation between customer's interaction and FMCG Purchase. Therefore the alternative hypothesis was accepted.

Table-4: FMCG'S customer attend with respect

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	57	38.0	38.0	38.0
	Agree	93	62.0	62.0	100.0
	Total	150	100.0	100.0	

It was observed from the table that with regard to the question "FMCG'S customer attend with respect has a significant influence on FMCG purchases", (38 % + 62 % =100%) representing (57+93=150) out of 150 respondents selected for study said FMCG customer attend with respect.

Table -5: Correlation: FMCG' customers attend with respect:

		FMCG Purchases	FMCG customers attend with respect
FMCG Purchase Pearson Correlation		1	.576**
Sig. (2-tailed)			.000
N		150	150
FMCG customer attend Pearson Correlation		.576**	1
With respectSig. (2-tailed)		.000	
N		150	150

**. Correlation is significant at the 0.01 level (2-tailed).

There is positive relationship between FMCG'S customer and FMCG Purchase value is 57.6. Showing positive correlation between FMCG'S customer and FMCG Purchase. Therefore, the alternative hypothesis was accepted.

Table- 6: Building customer trust on good quality of FMCG product purchase

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	69	46.0	46.0	46.0
Agree	75	50.0	50.0	96.0
Neither Agree or Disagree	6	4.0	4.0	100.0
Total	150	100.0	100.0	

It was observed from the table that with regard to the question "building customer trust has a major impact ongood quality of FMCG products purchase", (46 % + 50%=96%) representing (69+75=144) out of 150 respondents selected for study said creating customer trust for FMCG product purchase. Other hand only (4%) representing (6) out of 150 respondent they are not creating customer trust on good quality of FMCG product purchase.

Table-7: Correlation: Building customers trust on good quality of FMCG purchase

	Customer trust	Good Quality of FMCG purchase
Customer trust Pearson Correlation	1	.771**
Sig. (2-tailed)		.000
N	150	150
Good Quality of Pearson Correlation FMCG purchase Sig. (2-tailed)	.771** .000	1
N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

There is positive relationship between Building customers trust on good quality of FMCG purchase value is 77.1. Showing positive correlation between Building customers trust on good quality of FMCG purchase. Therefore the alternative hypothesis was accepted.

CONCLUSION

FMCG markets get maximum profit if provide quality of products and build good relationship with in the FMCG customers in the market give the proper attention on the customers' needs and want. In the market so much issue related with the customer relationship. But there shakeup in the market place especially, have to be handle in a healthy ways.

Customer satisfaction creates more profit and manages long time period profit in the business. Improving a listing relationship by customers takes period and energy and but it profits are endless. In this study providing a way how to FMCG corporations can gain their market chances and building of effective market relationship with customers.

Recommendations

Now days in FMCG markets are very sensitive because in the market many competitors, so if you did not maintain good relation with customers, then companies get loss in business. Therefore, company regularly growing and protect the customer relationship they have with together customer current and potential with good feature of the goods in the market.

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