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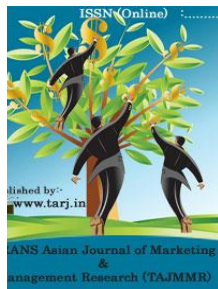
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VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



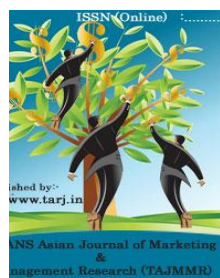
TRANS Asian Journal of Marketing & Management Research (TAJMMR)

(Double Blind Refereed & Reviewed International Journal)

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JOURNEY OF PERSONAL CARE PRODUCTS

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ABSTRACT

The market size of India's beauty, cosmetics and grooming market will touch 20 billion dollars by 2025 from the current level of 6.5 billion dollars. The rising awareness of personal care products, growing disposable incomes, changes in consumption patterns and lifestyles and improved purchasing power of women, promises exciting times for the personal care industry. The personal care products have history of more than 1000 years. People have wanted to look and feel attractive since the earliest days of civilization. Many ancient societies stressed the importance of personal hygiene. Many ancient books also have evidences of personal care products such as Hindu texts, the Vishnu Purana and the Manusmriti. These texts had detailed codes of hygiene. The present research is based on secondary data from the various sources with the objective to study the origin and history of personal care products and personal care products development from ancient time to the time of modern technology. The study explore that the personal care products are existed in the ancient civilization. These personal care products are not developed in the modern civilization. Generally people assume that personal care products are a recent invention and developed in modern world. But all these personal care products are discovered and used in the ancient world thousands of years back. Civilization of the every country has their ways and ingredients used as personal care products. According to their environment and available resources they prepared and used various mixtures as personal care products. The various personal care products are developed with the span of time. The

product development cycle of personal care products describe the development of specific products. How these personal care products are developed from beginning stage of ancient time to the time of modern technology.

KEYWORDS: *Personal care products, History of personal care products, Development, Hair care, Skin care, Oral care, Body care, Cosmetics*

I. INTRODUCTION:

The personal care industry makes up 22 percent of India's market for consumer packaged goods. The experts of personal care industries agree that India is full of opportunities and is a potential gold mine for many beauty and personal care companies. The market size of India's beauty, cosmetics and grooming market will touch 20 billion dollars by 2025 from the current level of 6.5 billion dollars. The rising awareness of personal care products, growing disposable incomes, changes in consumption patterns and lifestyles and improved purchasing power of women, promises exciting times for the personal care industry. These trends are anticipated to boost the personal care market in India and raise the consumption of personal care products and services, thereby offering extensive opportunities for domestic and international players.

The personal care products have history of more than 1000 years. People have wanted to look and feel attractive since the earliest days of civilization. Many ancient societies stressed the importance of personal hygiene. Many ancient books also have evidences of personal care products such as Hindu texts, the *Vishnu Purana* and the *Manusmriti*. These texts had detailed codes of hygiene. Archaeologists have found evidence of the use of cosmetics as far back as ancient Egypt and Greece. The ancient Romans had elaborate public bathhouses. Today, in our image-obsessed world, taking care of one's personal appearance and demonstrating good hygiene are extremely important.

The personal care industry is the one which produces consumer products that are used for beautification and personal hygiene. The subsectors of personal care comprise cosmetics and personal hygiene. Some of the products that are included in personal care wet wipes, toothpaste, toilet paper, talcum powder, moisturizer, shaving cream, razors, perfumes, pomade, nail files, makeup, lotion, lipstick, lip gloss, hair clippers, facial tissue, eye liner, deodorant, cotton pads, cotton swabs, colognes, and cleansing pods. The segment of personal care products includes skin care, hair care, personal hygiene, oral hygiene, deodorants, fragrances, shower and bath, and make-up. Beauty and personal care market is moving towards a very positive change. SanjaliGiri says, "There is enormous opportunity for growth but more importantly due to a more evolved and aware consumer, there is a demand for natural and ethical beauty products which will eventually make the industry work towards more innovative, efficacious and environmentally sustainable products and practices." The rising awareness of personal care products, growing disposable incomes, changes in consumption patterns and lifestyles and improved purchasing power of women, promises exciting times for the personal care industry.

The natural, herbal and Ayurvedic trends continued to stay strong in India during 2016. The major players in the beauty and personal care market launched products on the natural platform to tap into this growing trend. Some of the notable new product launches witnessed in 2016 on

the natural platform included Godrej No 1 Germ Protection Bar Soap, Dove Elixir Nourished Shine Hair Oil with Hibiscus & Argan Oil, Forest Essentials Amla, Honey & Mulethi hair cleanser, Colgate Sensitive Clove toothpaste, Colgate Cibaca Vedshakti toothpaste and Patanjali's Saundarya Aloe Vera Gel with Kesar Chandan. This trend was seen across various beauty and personal care product categories during the year and is expected to continue over the coming years. The International players continued to lead beauty and personal care in India during 2016. The top three players in the Indian market are international players, namely Hindustan Unilever, Colgate-Palmolive India and L'Oréal India. The other prominent international players with a strong presence in the Indian market include Gillette India, Johnson & Johnson (India), Reckitt Benckiser (India) and Procter & Gamble Home Products. Almost all these players have a wide range of products at varying price points across categories with good distribution networks. Domestic players were catching up over the review period due to the emergence of the trends towards natural, herbal and Ayurvedic products. Prominent domestic players include Godrej Consumer Products, Dabur India, Marico, Wipro Consumer Care & Lighting, Emami and Patanjali Ayurved.

The focus and expenditure of people on their physical appearances are fueling the Indian hair care market. The high rate of urbanization has led to a number of people, who are working, to increase focus on looking presentable and professional. This trend is not restricted to women, as one of the highest growth sectors in personal care as well as hair care are the product categories for men. These products were introduced by some brands, further, newer brands are rapidly filling out the men's hair care space with products, such as shampoos, conditioners, and serums. Hair styling products for men, such as gels, sprays, etc., were already present in the Indian hair care market.

The personal care industry is directly aligned to the demographics of the region that it serves. With the median age at 25 years, India is among the world's youngest nations, as compared to 43 years in Japan and 36 years in the US. In addition, the country's population base of 1.2 billion is estimated to rise to 1.5 billion by the end of 2030. Urbanization will also increase by 45 percent in the next 30 years. In recent times, Indian consumers have been looking for newer shopping experiences and products. Consumer concentration has shifted from traditional offerings to new generational ones. The demand for soap cakes has shifted to liquid soaps and shaving creams to foams and gels. It is quite evident that the cosmetics and toiletries industry in the developed markets is close to saturation and growth has slowed down. Meanwhile, countries such as India, with its growing economy, offer a lucrative market for large multinationals. As per a recent study by the Confederation of Indian Industries (CII). The second big opportunity is that some major European cosmetic retailers are looking for distributors and third-party manufacturers to set up joint ventures in the country. In fact after China, India is being seen as a strong manufacturing hub and a good source for natural ingredients. The country's personal care sector is characterized by high volumes and low prices of cosmetic products. The ultimate winners would be those that ensure better value offerings to meet the needs of the Indian consumer.

II. OBJECTIVES:

1. To Study the Origin and history of personal care products.
2. To study the Product development cycle of personal care products.

III. RESEARCH METHODOLOGY:

The study on the present topic is based on Journey of personal care products and the development of various personal care products and beautification processes exist in ancient world. All study is based exclusively on secondary data taken from various publications such as research papers, reports, articles and websites.

IV. HISTORY OF PERSONAL CARE PRODUCTS:

Generally people assume that personal care products are a recent invention and developed in modern world. But all these personal care products are discovered and used in the ancient world thousands of years back. The National Museum of American History's collection of cosmetics and personal care products currently includes over 2,200 objects dating largely from the mid-nineteenth century to the present. The collection represents a broad range of products intended to cleanse, soothe, heal, protect, and beautify the body: skin and hair care, soaps and cleansers, oral hygiene, feminine hygiene, shavers, make-up, and perfumes. Together these products provide an important record of American health practices, shifting cultural and beauty norms, and growth and change within the American pharmaceutical and cosmetic industries. The every Country has her own history for the personal care products.

- **EGYPT:**

The ancient Egyptian men and women used scented oils and ointments to clean and soften their skin and even to mask body odours. Cosmetics are an integral part of Egyptian hygiene and health. Oils and creams are used for protection against the hot Egyptian sun and dry winds. Heavy make-up around the eyes also became common in ancient Egypt as a beauty statement, as well as to offer protection from evil spirits and improve eye-sight. Egyptian women apply galena mesdemet (made of copper and lead ore) and malachite (bright green paste of copper minerals) to their faces for color and definition. They applied a combination of burnt almonds, oxidized copper, different-colored coppers ores, lead, ash, and ochre -- together called kohl -- to adorn the eyes in an almond shape. The Myrrh, thyme, marjoram, chamomile, lavender, lily, peppermint, rosemary, cedar, rose, aloe, olive oil, sesame oil, and almond oil provide the basic ingredients of most perfumes that Egyptians use in religious ritual.

- **ROME:**

Remains of palettes estimated to be around 100.000 years old have been discovered that contain traces of mixed pigments. These were most likely used for cave art and body decoration, while the Neanderthals even used body adornment to make statements of personality. The ancient Romans made their skin paler by using chalk powder, white lead and a cream made of animal fat, starch and tin oxide. In Rome, people put barley flour and butter on their pimples and sheep fat and blood on their fingernails for polish. In addition, mud baths come into vogue, and some Roman men dye their hair blond.

- **GREEK:**

The Greeks painted their lips with a paste made of iron oxide or ochre mixed with olive oil, and used kohl for eye shadow and to connect the eyebrows. The Grecian women paint their faces with white lead and apply crushed mulberries as rouge. Grecians whiten their complexion with chalk or lead face powder and fashion crude lipstick out of ochre clays laced with red iron.

- **EUROPE:**

In the Middle Ages cosmetics usage spread across Europe to the chagrin of the church. Pale skin was still deemed attractive, so lead, chalk or flour was employed. Some people would even engage in bloodletting in the hope of lightening their skin. Lipstick and rouge were seen as reserved for women of “bad character” such as prostitutes, and church officials were known to proclaim that cosmetics were only used by heathens and Satan worshippers!

Elizabeth I of England was famous for her red hair and pale beauty, which she obtained by using white lead and vinegar. Many women made tremendous efforts to look like her, using hair dye to attain the same hair colour as her. Soon after, the aristocracies of England and France became obsessed by their cosmetic regime. Pale skin, rouge and wigs were a must and the application of beauty spots became widespread, with the exact location of the spot being seen to represent a particular aspect of an individual’s personality. The Mixtures of black sulphur, alum, and honey were painted onto the hair and left to work in the sun.

- **INDIA:**

Henna is used in India as a hair dye and in mehndi, an art form in which complex designs are painted on to the hands and feet, especially before a Hindu wedding. Henna is also used in some North African cultures.

- **CHINA:**

Chinese people began to stain their fingernails with gum, arabic, gelatin, beeswax, and egg. The colors used represent social class: Chou dynasty royals wear gold and silver, with subsequent royals wearing black or red. Lower classes are forbidden to wear bright colors on their nails. Chinese citizens commonly use rice powder to make their faces white. Eyebrows are shaved off, teeth painted gold or black and henna dyes applied to stain hair and faces.

- **TURKEY:**

People of Turkey used creams made of animal fat to soothe the skin as far back as 3000 BC.

V. PRODUCTS DEVELOPMENT CYCLE OF PERSONAL CARE PRODUCTS:

Beauty products have come a long way through the ages. Back in the times of ancient Egypt, women in power used milk to treat their skin and pigments to stain their nails, while today women perform home glycolic peels and sport chip proof shellac. Products such as these continue to improve and evolve. The future may see truly chip proof nail polish that is also healthy for the nails and promotes growth, while a non-invasive fat freezing machine is likely to be one of the next big things in beauty.

The personal care products and procedures have come a long way through the ages and will continue to evolve well into the future. In many products such as in the case of increasingly natural and gentle hair color, the evolution is of benefit to beauty lovers. But in some products such as in the formulation of hair spray, evolution of the product may result in something less desirable for the consumer, but will be more beneficial for the environment.

1. HAIR CARE PRODUCTS:

• Hair Care & Styling:-

Before the advent of shampoos and conditioners, frequent hair washing was frowned upon and considered to be bad for the condition of the hair. White castile soap or tar soap was recommended for hair washing once a month or even once every two months. The first liquid shampoos were developed in 1927, but it wasn't until 1970 that rinse-off conditioners were introduced. In the 1950s, hair fashions for men and women became more sculpted, leading to the development of setting sprays, hair oils and hair creams. Today's hair styling products have proliferated into a wide range of formats and textures, designed to allow the most demanding of consumers to create their individual style.

However, it's not only formats and textures that have multiplied. Manufacturers also have a much wider choice when it comes to choosing the resources for the ingredients they use in their formulations. For example, many essential ingredients are now available as natural-based options. One good example is Plantaquat NC – an environmentally compatible conditioner compound based on lecithin. It offers effective hair breakage protection, reduction of split-ends and an exceptional sensorial profile. Another BASF hair styling product is Luviset One, an innovative styling polymer that is multifunctional and easy to use for different styling formats, such as gels, creams and waxes. The polymer provides outstanding styling benefits, high resistance to humidity and long lasting hold with a flexible non-brittle film, for a true all-in-one ingredient.

• Hair Color:-

Synthetic hair color came about in 1907 from the French chemist Eugene Schueller. His commercial hair dye went on to become the well-known name of L'Oreal. Hair color evolved from there to dyes that penetrated the hair shaft for longer lasting results, leading to the formation of the Clairol Company. But early hair color products often appeared false and were harsh on the hair.

Over time, hair color has evolved into products that are gentler and less damaging to the hair and skin, while also providing more realistic color. Organic products, and even gluten free products, have become available for those who desire them.

• Hair Spray:-

Developed in the 1940s, hair spray used to be anything but soft and manageable. Originally called resin, it consisted of a substance similar to shellac, which created a sticky film when dry. "Helmet head" was the norm with older styles of spray.

In the 1970s, chlorofluorocarbon (CFC) aerosols were phased out to protect the ozone layer, and Alberto VO5 went on to become the first brand to provide a CFC free aerosol. During recent years, hair spray has become softer and more manageable, with many products focusing on light hold so that the hair retains a natural look and movement.

Very recent developments, however, don't bode as well for the favorite sprays of some stylists. Hairspray normally contains alcohol and sometimes other ingredients that are known as Volatile Organic Carbons (VOCs), which are implicated in the formation of ozone and affect global warming. As a result, restrictions on the use of VOCs have increased over the years. The new VOC limits effective in January 2012 will require hairspray manufacturers to change their formulas to increase the amount of water in the formula, leading to a wetter spray. The evolution of the product is beneficial for the environment, but perhaps not so beneficial for consumers who use the products.

We are living in an age when cosmetics innovation is advancing faster than ever before. The dizzying array of new product concepts, formulations, textures and colours is contributing to consumers' changing beauty rituals and creating a vibrant marketplace. It is easy to get carried away by the sheer volume of new products launching, but is our enthusiasm for cosmetics really that different from that of our ancestors?

2. SKIN CARE PRODUCTS:

- **The Sun Care:-**

Zinc oxide, a physical sun block, has reportedly been used for centuries to protect the skin from turning brown. However, only in the 1920s was sporting a suntan considered to be both fashionable and healthy, with Coco Chanel being the first celebrity to popularize the suntanned look. This trend prompted the development of the first sun care products from famous brands, such as AmbreSolaire, Piz Buin and Coppertone. However, sunscreen was far from being seen a necessity back then.

Since the 1980s, affordable air travel to sunny holiday destinations has transformed people's lifestyle and leisure habits and aspirations. Science has revealed more about the dangers of unprotected sunbathing, leading to advancement in sunscreen technology and the move towards more effective broad screen UV filters. Today, effective UV filters are increasingly important.

The most innovative sun care products provide a light and dry feeling after application. They feature the sensory associated with skin care products, such as body lotions, but still provide the highest UV protection.

- **Exfoliation and Peels:-**

The use of substances to keep skin soft and blemish free also dates back to ancient Egypt, when women of power discovered the power of lactic acid in milk for skin care. Over the years, women have used all sorts of substances to exfoliate the skin, many being rather abrasive. But the past 20 years have seen an increase in the ability to exfoliate gently, yet effectively. Devices such as the Clarisonic, now use sonic technology to clean and exfoliate skin, while more gentle glycolic peels, such as the Brazilian Peel, can now be performed at home. Microdermabrasion is no longer limited to the dermatologist's office, with devices now available for micro

dermabrasion at home. In the future, expect to see less and less invasive ways to obtain clear skin through the use of light therapy, sonic therapy, and increasingly gentle, yet powerful chemical peels.

- **Shaving and Hair Removal:-**

Women began shaving around 1915, when an ad campaign targeting underarm hair as unsightly appeared in Harper's Bazaar. It was coupled with the rise in popularity of sleeveless dresses. Over time, women also moved to shaving their legs and various other forms of hair removal, such as through the use of depilatories. In the 1980's the painful epilator was introduced and waxing started to come into fashion. Since then, epilation and waxing, while still uncomfortable, have been improved, but the biggest development has been laser hair removal.

Laser hair removal is effective for those with lighter skin and preferably darker hair. People with dark skin cannot use it, as the laser targets pigment and is not safe for use on darker skin. The past 5 years have seen a rise in popularity of effective home laser hair removal devices, such as the Tria Laser with many reporting permanent hair removal after six to nine months of regular use. In the future, watch for developments in permanent hair removal for people of color, either through new developments in laser technology or through improvements to alternate devices, such as the Verseo Glide, which purports to permanently remove hair through the use of a galvanic current, making it safe for people with darker skin.

3. ORAL CARE PRODUCTS:

- **A Tooth Polishing:-**

Before 1800, people used a variety of methods to keep teeth and gums clean, whiten teeth and freshen breath. The early versions of toothpaste were usually powders and contained soap, chalk, betel nut and even ground charcoal to combat bad breath. Mass production began in the 1850s, when Colgate introduced its Crème Dentifrice in jars, followed in the 1890s by toothpaste tubes.

The BASF portfolio today covers a broad range of ingredients for oral care applications, such as toothpaste and mouthwash. It comprises, for example, surfactants, solubilizers and emulsifiers, as well as polymers or active ingredients. For European customers, BASF now presents a consolidated product portfolio along with up-to-date formulation concepts, such as the Pure Smile Luxurious Mint Tooth Gel formulation. It combines effective and gentle BASF cleansing ingredients with the elegance of silvery-sparkling effect pigments. Another formulation is the Fresh & Care Everyday Mouthwash for Healthy Gums, which combines mild and low foaming surfactants with the ingredients bisabolol, panthenol and vitamin E- derivatives from BASF.

4. BODY CARE PRODUCTS:

- **Fat Loss:-**

One of the most interesting advancements that may be just around the corner is in the area of fat reduction. Over the years, numerous weight loss methods targeting fat have been developed and, with the exception of normal dieting and liposuction, have generally failed. It is generally understood that fat cannot be vibrated or rolled away, despite the popularity of machines in the

60 - 80 that promised to do so. Liposuction, which became popular in the past 25 years, does work to remove fat, but it is painful and invasive. However, a new evolution maybe just around the corner.

5. COSMETIC PRODUCTS:

• Lipstick:-

People used to colour their lips with pigment dyes, crushed semi-precious jewels, beeswax, butter, olive oil and even crushed insects. But unfortunately, the formulas would last for just a few hours before turning rancid.

The first commercially manufactured lipstick appeared in 1884, sold by Parisian perfumers in paper tubes, wrapped in silk paper or small pots. Lipstick as we know it was invented by James Bruce Jr of Nashville, Tennessee, who patented the first swivel-up tube in 1923. Rouge Baiser, the first 'kiss-proof' lipstick, was created by French chemist Paul Baudecroux in 1927. This was followed by Max Factor's invention of lip gloss for Hollywood actresses in the 1930s.

Since then there have been many lipstick innovations, and today's lipsticks come in a myriad of colours, textures and finishes, including the addition of ingredients like BASF's multifunctional polymer Cosmedia DC to leave lips feeling soft and silky-smooth. Helping cosmetics companies set new colour trends; BASF's Reflecks Multi Dimensions and Multi Reflections ranges use the latest pigments technology to create a dramatic sparkle effect and visual dimensionality, and make eye-catching colour travel effects possible.

• Nail Polish:-

Nail polish dates back to ancient Egypt where women of rank colored their nails with dark red pigments. Women of lower rank were limited to use of pale shades. The Chinese developed a colored lacquer that was left on the nails for several hours and then removed, leaving a stain behind. Nail color later evolved into easier to use tints and stains, and women took to buffing tinted nails to also make them shiny. But it was the advent of the automobile and the technology of the paint for it that led to the nail polishes that we see today.

In recent years, nail polish technology has grown immensely. Now standard polish is seen in holographic, glitter, and matte shades. Magnetic polish that is applied and then altered with a magnet in the cap is also available for an interesting look. One can expect the technology to continue to evolve to the point where chip proof polish that is also healthy and easy to change will become the norm.

• Fairness Cream:-

The fashion for a pale complexion can be dated back to Elizabethan England, when society women would use egg white on their faces. Italy and France emerged as centers of cosmetics manufacture, producing face powder made from lead and arsenic. By 1800, zinc oxide replaced these deadly mixtures, which were believed to cause facial tremors, muscle paralysis and even death. Even today, in many regions of the world, a radiant and fair complexion is associated with beauty and youth. In Asia, Africa and Latin America, especially, women are seeking to brighten their skin. BASF's Derma white WF caters to this desire for a brighter complexion.

With a skin brightening effect three times higher than that of kojic acid, a commonly used and well-known active ingredient on the topical skin brightening market, it helps lighten the complexion after two weeks of use.

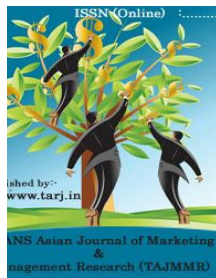
VI. CONCLUSION:

- The personal care products are existed in the ancient civilization. These personal care products are not developed in the modern civilization. Generally people assume that personal care products are a recent invention and developed in modern world. But all these personal care products are discovered and used in the ancient world thousands of years back. Civilization of the every country has their ways and ingredients used as personal care products. According to their environment and available resources they prepared and used various mixtures as personal care products. So in ancient word also personal care products are in existence. The history and archeological depart has proved that personal care products are existed in the form of cleanse, soothe, heal, protect, and beautify the body: skin and hair care, soaps and cleansers, oral hygiene, feminine hygiene, shavers, make-up, and perfumes.
- The various personal care products are developed with the span of time. The product development cycle of personal care products describe the development of specific products. How these personal care products are developed from beginning stage of ancient time to the time of modern technology.

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NON- PERFORMING ASSETS AND RECOVERY POSITION OF VARIOUS BANKS: AN OVERVIEW

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ABSTRACT

The present paper is an attempt to understand the present scenario of NPA in various banks. For this purpose the secondary data has been considered and it was found that the public sector banks are facing more problem in NPA as compared to private banks. The NPA in 2012-13 was Rs27,231 crore and in 2016-17 it was Rs 81,681 crore in overall banking sector in India. The scope of the paper is restricted to the NPA scenario in Odisha, India. This seriously impacts the efficient management of funds, reduces the profitability and reduces the available resources for mobilization of funds besides increasing the cost (Meena and Singh 2008). For total agriculture the overdue was 39.41% and contribution to NPA was 9.88%. In case of short term crop loan the NPA percent was 8.54% and its overdue percent was 38.06%. Incidentally housing loan had low NPA as compared to others. This is because government has resource to the hapless taxpayer's resources, rapidly available to paper over any problem. If the government really wants to tackle corruption and crony capitalism, it must prepare a roadmap to privatise the banking sector. Similarly in case of education loan the bank may not be able to do proper follow up for collecting the debt from the students who availed the loan for the higher studies.

KEYWORDS: NPA, Banking sector, loans, advances

INTRODUCTION:**AN OVERVIEW**

In recent times non –performing assets are the constraints for growth in every bank. This is more in case of public sector banks than the private banks. The loans and advances become non-performing due to various dynamics of the society and country in general. The major cause is political interference followed by economic conditions of the borrower and other factors. An asset is said to be non-performing when it ceases to generate revenue for the bank. The advance is said to be non-performing with effect from March 31st 2004 when – interest and /or instalment of principal remain overdue for a period of more than 90 days in respect of any loan. Public sector banks incurred loss of Rs81,000/- crores by way of NPA. There is no scope of recovering the same. In 2016-17 the Public Sector Banks have written off Rs81,683 crores of loan. Write off means those loan, which do not have scope for recovery and it is removed from bank's balance sheet. SBI written of Rs20, 339 crore, followed by PNB written of Rs9,205 crore, Bank of India Rs7,346 crore, Canara Bank Rs5,545 crore, Bank of Baroda Rs 4,348 crores. In last three years the written amount become three times. In 2012-13 the banks wrote off Rs 27, 231 crore. In the current financial year in the first 6 months the banks already written off Rs53,635 corere (source :Sambad news paper dated 12th February 2018). In recent years the NPA has become a major issue for the banks. NPA is a loan in which the interest amount is not recovered.

NPA classification in India as below:

Sub-standard assets	NPA for a period less than or equal to 12 months.
Doubtful assets	NPA for a period exceeding 12 months.
Loss assets	An asset where loss has been identified by the bank or internal or external auditors or by RBI inspection.
Standard Asset	It does not create any problem while paying interest/ instalments of the principal. It usually carries more than normal risk attached to the business.

Source: RBI

NPA may be due to wrong economic decision by the policy makers (Bloem and Gorter, 2001). Operational cost is one of the major factors (Das and Ghosh, 2003). In some cases terms of credit also plays a dominant role for NPA (Ranjan and Dhal 2003). Operational failure (Verma 1999), mismanagement, liquidity, credit policies, increased lending to priority and preferred sector, lack of proper manpower planning also plays very vital role(Bist etal, 2001). Economic downturn factors willful default, poor credit scoring skills of the managers are also contributing. (Gunjan 2007).

It affects the profitability of the bank and creates liquidity crunch (Gupta 1997), reduces the productivity and loss of creditability of banks (Toor 1994), it affects the performance of the banks & also creates huge negative impact on economy and at the same time endangers the very foundation of the credit system (Meena Sharma ,2005). This seriously impacts the efficient management of funds, reduces the profitability and reduces the available resources for

mobilization of funds besides increasing the cost (Meena and Singh 2008). Presence of NPA had an adverse impact on the productivity and efficiency of Indian banks (Manoj Pillai ,2008). It is one of the drivers of financial stability and growth of the banking sector (Rosy Kalra 2008), the mounting growth of NPA deter the liquidity and economic scale of operation. Social welfare leads to NPA (K.Rajendra 2009).

OBJECTIVES OF THE STUDY

To study present positioning of NPA in various banks across Odisha, in India

To suggest various measures to counter the NPA

METHODOLOGY AND SCOPE OF THE STUDY

For the present study secondary data is collected from various sources and the scope of the study is restricted to Odisha, India.

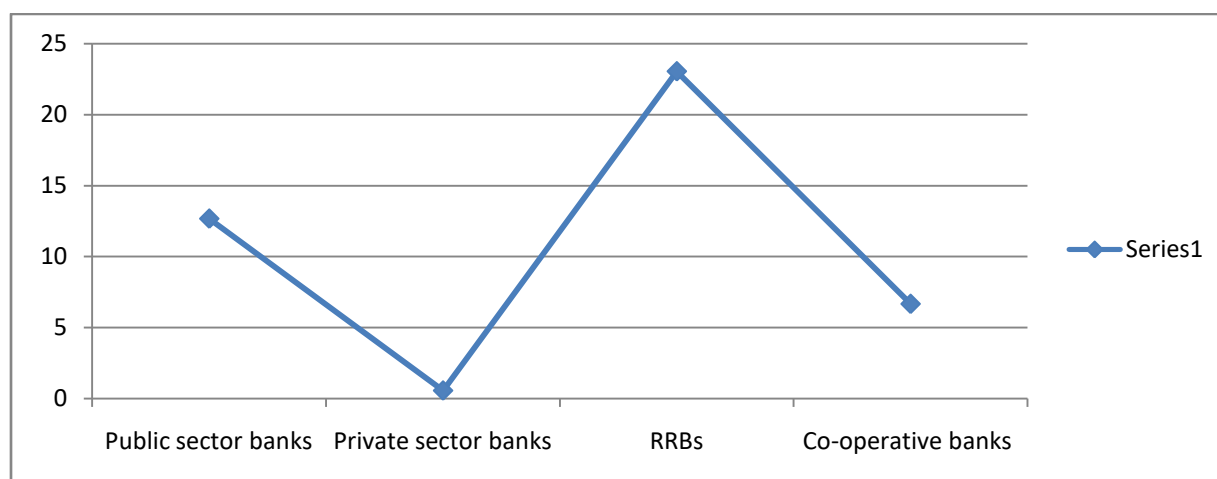
NPA Status in various sectors

In the table-1, it shows that the total non-performing assets in public sector banks were 12.67%, in private sector banks it is 0.57% and RRBs were 23.04% and co-operative banks it was 6.67%. The base of the regional banks is rural and its major customers are from rural. Rural India's major source of income is agriculture and sometimes due to low level of income and may be due to political issues these banks face the NPA. The political causes includes that the government exempts the farmers from repaying the loans. In the table below it shows that taking together all the banks the total NPA is 42.95% , however against overall advances it was 11.38%. From the table it is clear that private sector banks having less NPA may be due to better debt collection machinery or may be advances were provided after proper verification of the customers' income and repaying capacity.

TABLE-1 :NPA IN (%) IN ODISHA AS ON 31ST MARCH 2016

Subject	Public sector banks	Private sector banks	RRBs	Co-operative banks	Total
NPA (%)	12.67	0.57	23.04	6.67	11.38 (against overall advances) (42.95 in all the banks)

Source: Odisha Economic Survey 2016-17, pp-176



In table-2 it shows that the total agriculture term loan overdue percent was 50.14 and its NPA percent was 16.97%. It was highest contributor in the NPA matrix. In case of MSME sector 44.57% of loans were overdue and its NPA was 12.55%. Similarly the education sector had 56.57% overdue loans and its contribution to NPA was 12.51%. For priority sector the NPA was 11.04% and overdue was 41.94%. For total agriculture the overdue was 39.41% and contribution to NPA was 9.88%. In case of short term crop loan the NPA percent was 8.54% and its overdue percent was 38.06%. Incidentally housing loan had low NPA as compared to others. From the above table it was clear that major contributor for NPA were agriculture term loan, MSME and education loan. In case of MSME this may be due to failure of entrepreneurs and lack of proper managerial skills to manage the business. Similarly in case of education loan the bank may not be able to do proper follow up for collecting the debt from the students who availed the loan for the higher studies.

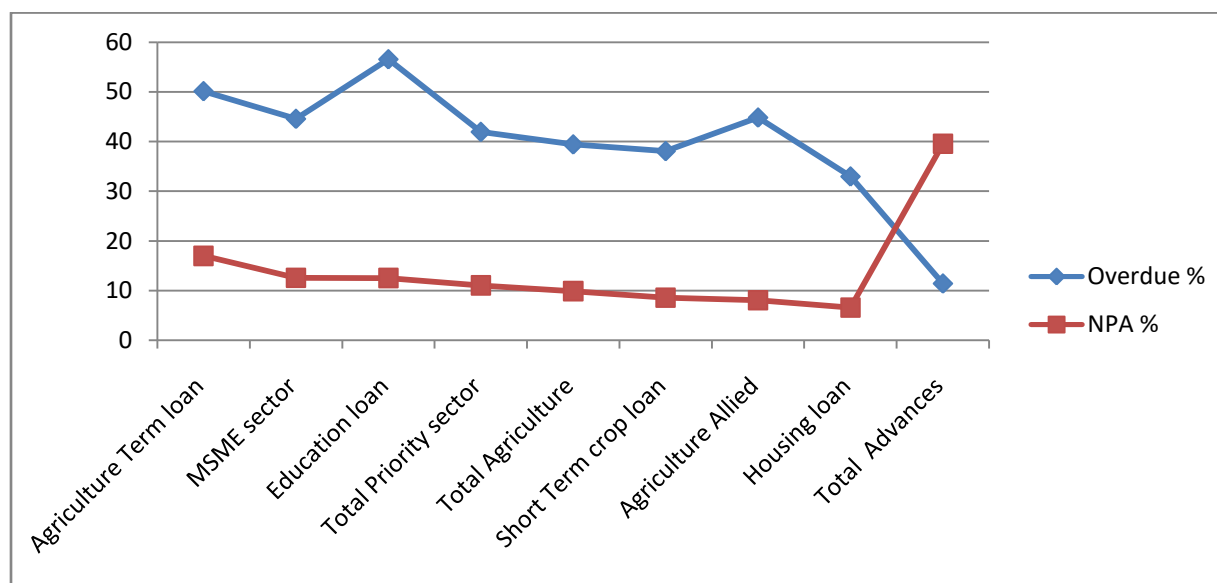


TABLE-2: SECTOR WISE NPA & OVERDUE PERCENT AS ON 31ST MARCH 2016

Serial No	Various segments / sectors	Overdue %	NPA %
1	Agriculture Term loan	50.14	16.97
2	MSME sector	44.57	12.55
3	Education loan	56.57	12.51
4	Total Priority sector	41.94	11.04
5	Total Agriculture	39.41	9.88
6	Short Term crop loan	38.06	8.54
7	Agriculture Allied	44.83	8.02
8	Housing loan	32.95	6.57
9	Total Advances	11.38	39.54

Source: 143rd Issue, State Level Banakers' Committee, Odisha.pp-176

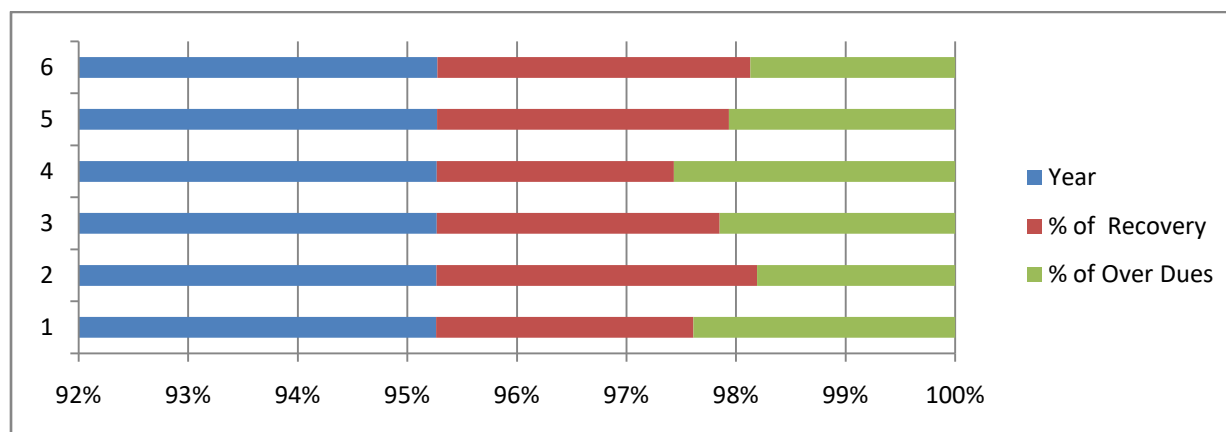
RECOVERY POSITION OF BANKS

TABLE-3: OVERALL RECOVERY SCENARIO OF ALL BANKS IN ODISHA

Year	% of Recovery	% of Over Dues	Total
2011	49.59	50.41	100
2012	61.82	38.18	100
2013	54.55	45.45	100
2014	45.72	54.28	100
2015	56.35	43.65	100
2016	60.46	39.54	100

Source: 143rd Issue, State Level Banakers' Committee, Odisha., pp-187

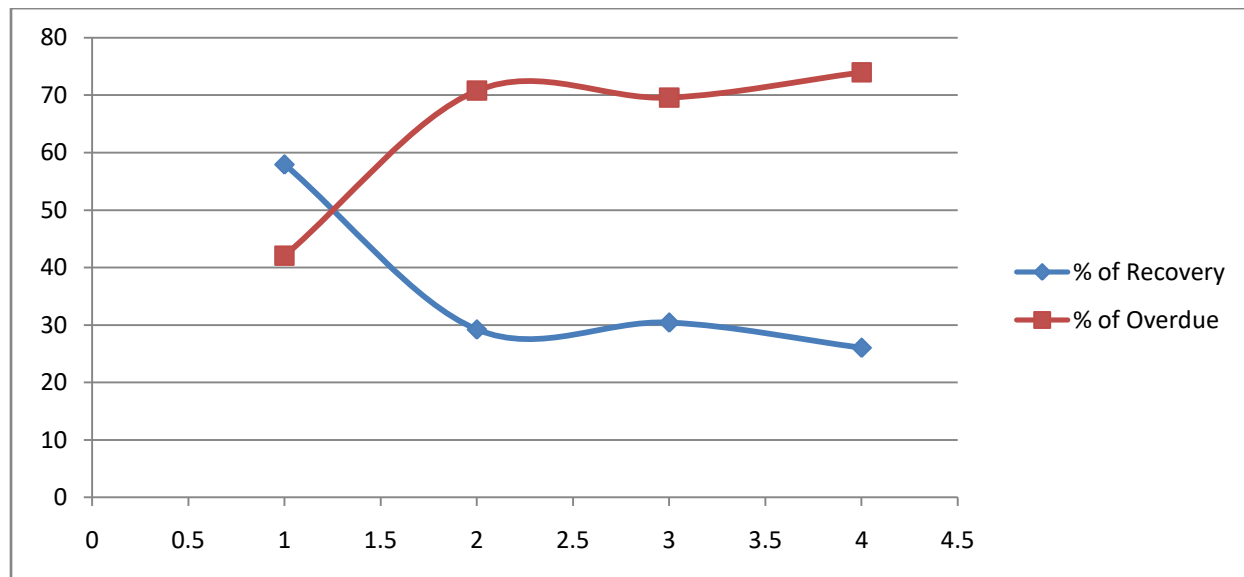
Table-3, shows the recovery scenario of various banks vis-a vis overdue amount. In 2011 the recovery percent was 49.59% and overdue percent was 50.41%. It was 61.82% recovery and 38.18% was overdue in 2012. This was highest recovery in last six years, followed by 60.46% in 2016, 56.35% in 2015 and it was 54.55% in 2013. The lowest recovery was in 2014 and it was 45.72%.

**TABLE-4: RECOVERY POSITION OF GOVERNMENT SPONSORED SCHEMES**

Schemes	% of Recovery	% of Overdue	Total
SHG	57.94	42.06	100
PMRY	29.21	70.79	100
SJSRY	30.42	69.58	100
WCC	26.03	73.97	100

Source: Odisha Economic Survey 2016-17, pp-187

In table-4, the recovery percent for the various government schemes for SHG was 57.94%, in case of PMRY was 29.21%, the same for SJSRY was 30.42% and for WCC it was 26.03%.



CONCLUDING OBSERVATION AND SUGGESTIONS

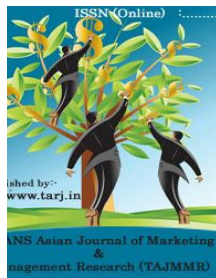
The dynamics of NPA is different for different categories of loans. In case of education loans the various dynamics may be academic failure, unwillingness to repay, students' dropout rate, unemployment, presence of other loans, dissatisfaction with education program, personal problems, lower parental income, higher debt of the borrower, wrong selection of beneficiary, improper post monitoring policy, failure of debt collection machinery, political interference etc. In case of agriculture loan the various factor may be due to growing expenditure in terms of input and low productivity, inadequate price for the product, bottlenecks in marketing of the products, natural hazards, absence of proper crop planning, unsatisfactory agricultural credit, minimum support price, lack of storage facility, increased competition, inconsistent government policy, traditional way of cultivation, wilful default, weak monitoring, misutilisation of loan amount, delay in disbursement of loan, insufficient pre-sanction security, wrong identification of beneficiaries and unforeseen domestic problems etc. In case of personal loans the various factors may be wilful default, low income generation from projects, misutilization of funds, dispute among the partners, inefficient management, business competition, lack of fund management expertise, lack of adequate capital, delay in disbursement of loan amount etc. Similarly NPA in home loans the various factors includes unwillingness to repay, domestic problems, insufficient security, wrong assessment and appraisal issues etc.

To contain this menacingly growing scenario of bad loans, we need a proper action plan. There is a deeper structural issues at stake. Fraud related issues are preponderant in PSBs; even in the case of bad loans PSBs are worse off. The primary reason for this is the ownership structure. As long as government holds majority stake and exercises control though it, systematic flaws are unlikely to be rectified. This is because government has resource to the hapless taxpayer's resources, rapidly available to paper over any problem. If the government really wants to tackle corruption and crony capitalism, it must prepare a roadmap to privatise the banking sector. That is the only we will see real governance reforms for banks. No doubts, all these efforts will go a long way in improving the health of the banking system and the country's economy as a whole.

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RELATIONSHIP BETWEEN CUSTOMER RELATIONSHIP MANAGEMENT AND CUSTOMER SATISFACTION: A CASE STUDY OF FIVE STAR HOTELS IN NCR

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ABSTRACT

Objective: The study aims at examining the relationship between customer relationship management and customer satisfaction.

Research Methodology: The primary data was collected from guests visiting five star and five star deluxe hotel in NCR through a structured questionnaire and regression analysis was applied to examine the relationship.

Findings: The study found that there exists a positive and strong relationship between customer relationship management and customer satisfaction.

Proposed Utility: The study will help the hotels to understand the significance of using customer relationship management as it leads to customer satisfaction and satisfying customer is the need of the hour.

KEYWORDS: Customer Relationship Management, Customer Satisfaction, Hospitality Industry

INTRODUCTION

In this current era of globalization and aggressive competition where the customer is so aware, demanding and has a wide array of choices, the most difficult thing is to satisfy the customer and then retain him. Ever changing customer preferences, competing businesses wooing away clientele, entry of international players providing quality services and changing government policies have made it very difficult to keep the clientele satisfied and maintain relationship with the customers. Customer Relationship Management is the buzzword in Hospitality Industry and is considered an inevitable business strategy to create and maintain long term bonds with the customers. Equally important is satisfying customers because a satisfied customer is a source of positive word of mouth.

The trend has shifted from product centric strategies to customer centric strategies. Focus of the organizations turned its way from product to customer. Organizations started advocating that understanding customer requirements is very important. Becoming familiar with the client by understanding him/ her was the trend which later got depicted as customer intimacy.

Moreover, increasing the customer base is very difficult and involves huge cost and influencing existing customer to buy more is easier. Existing customers are always useful for the firm. Many researches show that 80% of new ideas come from the existing customers. So, hotels should concentrate on their existing customer and always try to improve relationship with them by offering various loyalty programs and other exclusive benefits.

Hotel always want to maintain a win-win profitable relationship with the customers and all these strategies facilitate the hotels to share a close bond with the customers, increase their market share and profitability and also counteract the competition successfully. Also it is a proven fact that negative experiences spread faster as compared to positive experiences as customers are more curious in discussing the negative feedback as compared to positive one. So, every organization should try to give positive memories to the customers which they can spread in the market and this can be done by creating a bond with him and maintaining that bond for long term.

Customer delight involves going beyond satisfaction to delivering what can be best described as a pleasurable experience for the client. So, delighting the customer is the need of the day. CRM is an aid for the businesses to get detailed knowledge about the customer which helps in getting an insight into the customer's behavior and one can alter the business products and services in the best possible and customized way. All the organizations which are using customer relationship management must be having an objective above just maintaining relationships. So, the present scenario of hospitality Industry give rise to the need of conducting study on customer relationship management and its relationship with customer satisfaction because in this competitive business environment satisfaction of the customer is the ultimate objective of every organization

REVIEW OF LITERATURE:

Kondou (1999) accentuated that customer satisfaction is emotional reaction which has to be positive and it comes out when an individual analyses or evaluates his or her situation.

Satisfaction of the guests is directly related to the needs and expectations of the customers and how well they are met (**Bowen & Shoemaker**, 2004).

Sigala in 2005 in his study also stated that competition and customer turnover is increasing day by day in the hotel sector and if a hotel has to be competitive it has to effectively satisfy their customers and even better than their competitors.

Henning, Gwinner and Gremler(2002), **Molina, Martin and Esteban** (2007) and **Dimitriadis** (2010) in different years conducted studies on banks to examine whether there is any effect of various treatment benefits like social, functional and special on the relationship outcomes like satisfaction, loyalty and commitment. They revealed that customer satisfaction can be enhanced through relationship management strategies that concentrate on strong and long term relationship commitment.

According to **Thomas and Sullivan** 2005 CRM helps in recognizing the most profitable and valuable customers and satisfying their needs which in turn helps them in remaining loyal to the firm and in this way it proves to be a critical tool in firm's profitability.

Barsky and Nash in 2003 also made an attempt to study the importance of customer satisfaction to any firm and stated that it is very significant to identify and forecast customers' needs to be able to satisfy them because it has been proved in various previous studies that enterprises which rapidly understand and concentrate on customer needs and satisfy them according to those needs and requirements are more profitable.

Donaldson and O'Toole in 2002 recognized major components of CRM as measuring customer satisfaction, establishing a positive dialogue with customers, making investment in people, evaluating performance and using these relationship based interactions.

According to **Day**,1994 building strong and profitable customer relationships helps in recognizing the evolving customer requirements and then finding the best possible ways of satisfying those needs better than competitors which further helps in improving performance.

Croteau and Li, 2003 described CRM as a customer oriented strategy which helps in offering a customized and responsive service to the customers and its main objective is to increase customer satisfaction and customer loyalty.

Rostami, Valmohammadi and Yousefpoor in 2014 conducted a study in branches of Ghavamin Bank in capital city of Iran, Tehran to find the relationship between CRM system and customer satisfaction and their results affirmed that there is a positive relationship between CRM and customer satisfaction. They also stated that four factors of CRM i.e. complaint handling, service quality, level of service access and characteristics of service also impact the satisfaction level of customers.

In the same context in many studies it has been found that satisfied customers have a lesser chance of making a switch to competing organizations, so they are considered more profitable to the firm. Also satisfied and a loyal customer database makes the entry of competitors difficult. (**Buchanan and Gilles**, 1990)

Vasiliu in 2012 also in his study stated that businesses have made a major shift towards a customer centric culture in which maintaining customer relationships is the key to success. He also propagated that by delivering customized and a quality service to the customer according to his needs and requirements, customer relationship management helps in satisfying the customer.

In the same context in many studies it has been found that satisfied customers have a lesser chance of making a switch to competing organizations, so they are considered more profitable to the firm. Also satisfied and a loyal customer database makes the entry of competitors difficult. (**Buchanan and Gilles**, 1990)

A study conducted by **Mithas, Krishnan and Fornell** in 2005 it was found that CRM helps in acquiring customer knowledge which helps in improving customer satisfaction. Their results suggested that CRM gives significant intangible benefits like improved customer knowledge and customer satisfaction

In 2005 **Rollins and Halinen** declared in their study that the ultimate objective of using CRM strategies is that the organizations can measure the customer satisfaction level. In a study by **Valsecchi, Renga and Rangone**(2007) in Italy it was found that the main reason of using CRM is to increase customer satisfaction.

RESEARCH METHODOLOGY

OBJECTIVE

The main objective of the study is to examine the relationship that exists between customer relationship management and customer satisfaction.

DATA COLLECTION

SECONDARY DATA

Secondary data has been collected by reviewing research papers, research articles, case studies, books, newspapers, magazines, proceedings of the conferences etc.

PRIMARY DATA

For collection of primary data a structured questionnaire was developed which was pre tested. To achieve the objectives of the study the questionnaire has been divided into three parts. The first Part A has been made to collect the diverse demographic details of the respondents. Part B of the questionnaire comprises of the questions related to customer relationship management. Part C of the questionnaire consists of questions related to customer satisfaction.

SURVEY SAMPLE OF THE STUDY

The survey sample includes the guests visiting five star and five star deluxe hotels in Delhi, Gurgaon, Noida and Faridabad. A total of 700 questionnaires were sent to five star and five star deluxe properties in NCR and we got back 600 questionnaires out of which 525 were complete and worth using for analysis.

HYPOTHESIS

The objective of this study is to identify the relationships that exist between customer relationship management and customer satisfaction in the hotel industry. To this end, two hypotheses have been developed:

H₀1: There is no significant relationship between customer relationship management and customer satisfaction.

H₁: There is a significant relationship between customer relationship management and customer satisfaction.

RELIABILITY ANALYSIS

To determine the reliability of structured questionnaire Cronbach's Alpha test is used. The high value of Cronbach's Alpha (0.959) is suggesting the high reliability of the scale.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.959	.959	36

SCALE USED TO ASSESS THE VARIABLES OF THE STUDY

SCALE TO ASSESS CUSTOMER RELATIONSHIP MANAGEMENT IN SAMPLED HOTELS

Sr. No.	Item No.	Description of Items	Response Categories and weight assigned to each category of Response				
Customer Relationship Management			SD 1	D 2	I 3	A 4	SA 5
1	1	Accommodation is provided as per guests' preference.					
2	2	At this hotel I feel like I am treated like a queen or a king.					
3	3	The employees of hotel greet me with courtesy and smiles at all times.					
4	4	The employees here are patient and spend time responding and explaining things to me.					
5	5	The employees here communicate well and are good listeners.					
6	6	The employees here are friendly, cheerful, polite and responsive.					

7	7	Feedback at the time of checkout is always taken.					
8	8	Front office staff enquired and also informed about future reservations.					
9	9	The Hotel's staff seeks to proactively solve a guest's problem.					
10	10	The Hotel is always able to negotiate the problems with the guests.					
11	11	Guests problems can be solved in an easy and friendly manner					
12	12	The Hotel's staff tries to solve the problem even when it is not the Hotel's responsibility.					
13	13	The Hotel has formal complaint system which covers both written and verbal complaints.					
14	14	Problems with the Hotel are solved quickly					
15	15	The Hotel maintains Guest History Card.					
16	16	The Hotel keeps me updated with new products and services available.					
17	17	The Hotel keeps on informing frequently about guests loyalty programmes.					
18	18	The Hotel also informs about other special packages and discounts to regular customers.					
19	19	The hotel send greeting cards on birthday/anniversary to establish relationship with the guests.					
20	20	If requested in advance, preferred tables were also reserved in restaurant.					
21	21	The Hotel conduct studies to judge the satisfaction level of customers.					
22	22	The Hotel offers to regular					

		customers some special packages/discounts to celebrate different occasions(like birthday, new year eve, anniversary, festivals.)					
23	23	Customer Relationship Executives are there for assessing the satisfaction level of customers.					
24	24	Front office staff taps information for assessing satisfaction level of guests.					
25	25	Central Information System is there for tapping information for assessing satisfaction level of guests.					
26	26	The Hotel pays attention and provides personalized care and takes care of special requirements of the customer.					
27	27	Hotel makes an effort to find out what the guest needs.					
28	28	The hotel communicates and develop relationship with its guests.					
29	29	Hotel provides customized services and products to the guests.					

SCALE TO ASSESS CUSTOMER SATISFACTION IN SAMPLED HOTELS

SCALE TO ASSESS CUSTOMER SATISFACTION IN SAMPLED HOTELS							
Sr. No.	Item No.	Description of Items	Response Categories and weight assigned to each category of Response				
Customer Satisfaction			SD 1	D 2	I 3	A 4	SA 5
1	30	There is an ambience of genuine friendliness and warmth in the hotel.					
2	31	I am satisfied with the overall front office service.					

3	32	The hotel's overall housekeeping service is satisfactory.					
4	33	The restaurant service of the hotel is also satisfactory.					
5	34	Room Service of the Hotel is also quick and satisfactory.					
6	35	Hotel's policy respect guest privacy.					
7	36	You get the hotel's service as promised.					

DATA ANALYSIS AND DISCUSSION

REGRESSION BETWEEN CRM AND CUSTOMER SATISFACTION

Further to test the hypothesis of the study and meet the objective (to investigate the relationship between customer relationship management and customer satisfaction regression analysis is applied.

TABLE: 1.1

MODAL SUMMARY OF REGRESSION BETWEEN CRM AND CUSTOMER SATISFACTION					
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0	1	.798 ^a	.637	.636	.37528
a. Predictors: (Constant), Customer Relationship Management					
b. Dependent Variable: Customer Satisfaction					

Output of regression analysis shows that there is a significant relationship between customer relationship management and customer satisfaction. The higher value of R (.798) shows the strength of relationship between the independent and dependent variable and the value of r-square indicates the proportion of variance in customer satisfaction accounted for by customer relationship management which is 63.7%.

TABLE: 1.2

ANOVATABLE OF REGRESSION BETWEEN CRM AND CUSTOMER SATISFACTION						
Model		Sum of Squares	Df	Mean Square	F	Sig.(p)
1	Regression	129.314	1	129.314	918.204	.000 ^a
	Residual	73.656	523	.141		
	Total	202.971	524			
a. Predictors: (Constant), Customer Relationship Management						

ANOVATABLE OF REGRESSION BETWEEN CRM AND CUSTOMER SATISFACTION						
Model		Sum of Squares	Df	Mean Square	F	Sig.(p)
1	Regression	129.314	1	129.314	918.204	.000 ^a
	Residual	73.656	523	.141		
	Total	202.971	524			
a. Predictors: (Constant), Customer Relationship Management						
b. Dependent Variable: Customer Satisfaction						

The higher value of F and the associated p value signify the strength of relationship between customer relationship management and customer satisfaction.

TABLE: 1.3

VALUE OF ANOVA COEFFICIENT OF REGRESSION BETWEEN CRM AND CUSTOMER SATISFACTION						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.842	.107		7.833	.000
	Customer Relationship Management	.833	.027	.798	30.302	.000

The regression equation is having a constant value .842, customer relationship management coefficient of .833. The regression equation is **Customer Satisfaction = .842+ .833(CRM)**

CONCLUSION:

So, the above results show that there is a positive and significant relationship between customer relationship management and customer satisfaction in line with the previous studies conducted. So, if hotels stress on effectively using the customer relationship management strategies, it can help satisfying the customers. So, our first hypothesis H_01 is rejected and the alternate hypothesis H_1 is accepted. Both customer relationship management and customer satisfaction are very important and crucial for hospitality organizations if they want to be successful and profitable. So, the results of this study will help the Hotel practitioners to implement CRM in such an efficient manner that leads to customer satisfaction as it has been found that there is a positive relationship between both the variables.

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