

A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT THROUGH CUSTOMER SATISFACTION OF NESTLE BABY FOOD PRODUCTS

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1.0 INTRODUCTION

Customer relationship management, in the budding stage it was known as Customer Information System (CIS) or Database Marketing with a single function solution designed to support a specific set of employees. It was pioneered by Robert and Kate Kestnbaum using statistical modeling. In 1986, it tapped into the market as Contact Management Software and given scope to contact management, sales force automation (SFA) and customer contact centre (CCC) and then later termed as Customer Relationship Management and also Mobile Customer Relationship Management (M-CRM).

Till 2000, CRM era is called as Traditional CRM and after 2000 it has been now emerged as Social CRM. However, traditional CRM was focussing much on collecting, managing, static customer data (such as past purchase information, customer demographics, contact details). They were often sourced from e-mail and phone interactions between the company and the customer.

Social CRM adds a layer of information into traditional CRM by collecting the information through social media / networks like Facebook, Twitter, LinkedIn or any other social network. This has helped not only for interactions with customers but also with the vendors, suppliers, retailers, which is termed as multichannel retailing or omnichannel. It also influencing the companies to track customer's social influence and source data from conversations. It is also aiding companies to keep a full audit history of customer interaction, available to take care of the customers and employees too. CRM for short - are dependent on an information superstructure comprised of various technologies that enable organisations to store, access, analyse, and manipulate vast amounts of customer data. The evolution of CRM is from a Data Warehouse to its smart utilisation for implementing Marketing Automation to a Multi Channel Integration. With the growing acceptance of CRM and Marketing Automation, organisations opted for Multi-Channel Campaigns and explored the elements that help to define a strong multi-channel framework.

In the present world, many companies are extensively turning to Customer relationship management (CRM) in order to understand better the customer tastes, preferences, needs and to fulfil them, satisfy them and retain them. Hence, we can say CRM as company activities related to developing and retaining customers. It is a blend of internal and external activities of the company. The internal activities comprises, viz., business process, data capturing, techniques, etc., whereas external activities includes sales, marketing and customer support with technology

CRM is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth.

Customer relationships management is all about building a long term business relationships with customers. The name itself very clearly implies that it is an alignment of strategy, process and technology to manage customers and all customer-facing departments and partners.

CRM IS TO INTEGRATE WITH PEOPLE, PROCESSES, AND TECHNOLOGY TO INCREASE PROFITABILITY, AND REDUCE OPERATIONAL COSTS.

2.0 RESEARCH METHODOLOGY

2.1 Review of Literature

Baviraj Bhusan, et al (2011), expresses that service quality has emerged as per dominant determinant of customer satisfaction, which in turn affects customer retention and long term profitability. Customer relationship management philosophy revolves around the customer centricity where service quality have changed and there are instances where the existing service quality dimensions have partially selectively merged to generate new dimensions.

Rebecca (2007) expresses customer satisfaction actually drives human capital performance i.e., improving the future performance of employees will positively impact firm profitability. High levels of customer satisfaction will be viewed as an attractive employees having the potential for long term success, more positive work environment, increase employee loyalty and productivity while also lowering employee turnover.

Buttle (2005) develops customer life cycle and emphasis is given to the marketing issues of customer portfolio analysis including segmentation, life time value and safes forecasting.

Jones (2009) in his case study expresses that the customer preferences are more with ups and downs. Customer satisfaction, its loyalty and performance are also dependent on the strategic decisions taken by the company which its expressed as internal struggle.

Eugene A Anderson (2012), investigates that customer satisfaction and productivity are compatible when customer satisfaction is relatively more dependent on customisation – the degree to which the firms offering is customised to meet heterogeneous customer needs – as opposed to standardisation – the degree which the firms offering is reliable, standardised and free from deficiencies and when the firm finds difficult to provide high levels of both customisation and standardisation, simultaneously.

Chester Chambers (2015) states today competitors compete with quality and price in a two stage game. Customers also look for best quality with lowest affordable price for any product. Industry highest quality levels for its grand pianos by incurring higher labor and material costs, whereas for market it is different in situation too.

James Oklay (2012) states that chain-link model linking employee satisfaction and motivation to customer behaviour and firm profitability, demonstrating that market orientation mediates the employee–customer relationship. He explores every employer focusses on internal employee attitudes, employee motivation as the key factor for managers to focus on drive organisational results. The organisation has to put efforts to improve employee satisfaction which helps to improve employee motivation. Employee motivation is the key attitude in driving the implementation of market-oriented behaviours, whereas market orientation directly influences customer satisfaction and behaviour.

Bowman (2012) clearly states that there is a lack of correlation between satisfaction with profitability. The study also finds an impact of satisfaction on loyalty and loyalty on profitability. CRM efforts with customer profitability need to account for the existence of multiple decision makers and the fact that resources are directed at the individual customer.

R. Medioudia et al (2012), investigates the customer satisfaction of power users using the Analytic Hierarch Process (AHP) method. The researcher's objective was to safeguard the interests of electricity consumers and to increase the profitability of the energy distributor. The researcher used the reliability indices analysis and cost benefit analysis methods to analyse the customer reactions to the decisions taken by the systems managers using AHP method.

M. Jagger et al (2000) expresses the satisfaction of the bank customers relies on what customers want i.e, try to resolve the problems of customers. In this regard, technological advances have stunned the customers to resolve their problems and get satisfied.

Mathew et al (2000), the researcher aims the paper to evaluate empirically the direct relationship between customer satisfaction and a range of measures of financial performance. The customer satisfaction have a positive financial impact but the direct effects are generally small.

Literature Gap :

Studies are conducted to implement CRM, requires a holistic approach that integrates internal leadership, strong executive and business unit, cautious strategic preparation, precise performance

measures, organisational culture and arrangement, business procedures and information technologies with outside customer touch points. However, not much investigation on parameters like customer satisfaction, customer loyalty and the profitability. Research are done agro food, organic food and not much research / investigation are done on food products.

2.2 Objectives

Primary Objective

To study and to ascertain the impact of customer relationship management on the profitability of Nestle India Limited with special reference to baby food products.

Secondary Objective :

- a) To analyse on the customer preferences of the baby food products of Nestle India Limited.
- b) To analyse on the customer perceptions of the baby food products of Nestle India Limited.
- c) To analyse on the customer satisfaction level of the baby food products of Nestle India Limited

2.3 Hypothesis

H1 : There is no significant difference in satisfaction towards the quality of various brands of Nestle food products.

H2 : There is no significant difference in satisfaction level towards understanding the needs of consumers of various brands of Nestle Baby Food Products by the respondents

H3 : There is no significant difference in satisfaction level towards the price of various brands of Nestle Food Products by the respondents

H4 : There is no significant difference in satisfaction level towards the affordability of the various brands of Nestle Food Products by the respondents.

H5 : There is no significant difference in overall satisfaction level of various brands of Nestle Food Products by the respondents.

2.4 Type of research

This study is to analyse the customer relationship management on customer preferences, perceptions and satisfaction of the company.

The researcher decided to use the questionnaire as primary tool to analyse the information on customer preferences, perceptions, loyalty and satisfaction level.

The researcher has utilised the descriptive, exploratory research methods to conduct the study. Descriptive method is used to obtain information relating to the status of customers on their tastes, preferences and perceptions on the usage of the product. Exploratory research is often used or the real scope is still unclear. It allows the researcher to determine and familiarise the concepts of the problem under the study. The present study is an exploratory study as it would gather the information on customer relations and its impact on the profitability to the firm. The researcher makes use of existing literature in order to verify the observations and come up with preliminary ideas regarding the research problem.

2.5 Sampling

Sampling Population

The researcher has targeted the customers of Nestle baby food products in Bangalore (rural and urban), situated at Karnataka State, India. The customers were the consumers, wholesalers, retailers of the company.

Sampling Unit

The researcher has concentrated the customers of Nestle baby food products in Bangalore city. The respondents chosen are house-wives, employees, working women, especially concentrated on marital status and who have their children.

The respondents were also done on wholesalers, agents and retailers of the company

Sampling size and framework

The sample size for the study is 451 respondents chosen based on the sampling population. Out of which 400 respondents (customers) were considered for analysis. Out of 100 respondents chosen 86 respondents (traders) were analysed. The financial statements of the last five years are also considered for the study to examine the profitability status of the product.

Sample size calculation for customers as respondents

Sample size calculation:

From various literature review and the industry practice, the confidence level is considered to be 95% and Margin of Error of 5 percentage points. The sample size calculations are shown below:

$$\text{Margin of Error (M.E)} = Z_{\alpha/2} * \sqrt{p(1-p)/n}$$

At 95% confidence level, $\alpha = 1 - 0.95 = 0.05$

So, $\alpha / 2 = 0.025$, M.E. = 0.05, $p = 0.5$ and from this we can easily find value of 'n' which is sample size. Reframing the above equation we get,

$$n = \frac{(Z_{\alpha/2})^2 * p * (1-p)}{(M.E)^2}$$

Substituting the values, we get,

$$n = \frac{(Z_{0.05/2})^2 * 0.5 * (1-0.5)}{(0.05)^2} = \frac{(Z_{0.025})^2 * \sqrt{0.5 * (1-0.5)}}{(0.05)^2} = \frac{(Z_{0.025})^2 * 0.25}{0.0025}$$

From Standard Normal Distribution Table, we get $Z_{0.025} = 1.96$.

Substituting this value in the above equation, we get,

$$n = \frac{(1.96)^2 * 0.25}{0.0025} = 384.16 = 400 \text{ respondents.}$$

From the above calculation, 400 respondents is the sample size that is considered for this study.

Sampling Technique

The researcher has adopted the simple random convenience sampling method at the convenience of identifying the respondents based on their marital status available in the Bangalore (rural and urban area).

2.6 Data Collection

Data sources

The researcher has used the primary data i.e., a well-designed questionnaire to collect the data

To conduct the study, the researcher has collected data from various websites, journals, articles and e-database sources, e-books and other sources.

2.7 Plan of Analysis

The researcher has planned to study and targeted the respondents as customers viz., housewives, professionals and others.

The researcher has used the simple average method, cumulative percent method and test the hypothesis has used the statistical tools like chi-square tests, Fishers Exact Test, Kruskal-Wallis Test (H-test)

2.8 Limitations of the study

- The study is restricted only to the Nestle Branded Baby Food Products
- The study is concentrated on Nestle Branded Baby Food Products available in Bengaluru (Rural and Urban) market, India.
- The study has not concentrated on inclusion of technology of CRM process used by the company.
- Time constraint.
- Accuracy of the information is purely based on the response of the respondents.

3.0 COMPANY PROFILE

In India, Nestle has 8 manufacturing facilities and four branch offices, NESTLÉ India set up its first manufacturing facility at Moga (Punjab) in 1961 followed by its manufacturing facilities at Choladi (Tamil Nadu), in 1967; Nanjangud (Karnataka), in 1989; Samalkha (Haryana), in 1993; Ponda and Bicholim (Goa), in 1995 and 1997, respectively; and Pantnagar (Uttarakhand), in 2006. In 2012, Nestlé India set up its 8th manufacturing facility at Tahliwal (Himachal Pradesh).

The 4 Branch Offices located at Delhi, Mumbai, Chennai and Kolkata help facilitate the sales and marketing activities. The NESTLÉ India's Head Office is located in Gurgaon, Haryana.

4.0 Data Analysis and Interpretation

Table 4.1: Gender Profile of the Respondents

Gender	Frequency	Percent
Female	300	75.0
Male	100	25.0
Total	400	100.0

Inference : It is implied that female respondents were more compared to male respondents. However, the study is on baby food products, where the concern on food, health and hygiene will be on mothers', grandparents too.

Table 4.2 Marital Status of the respondents

Marital status	Gender		Grand Total
	Female	Male	
Divorced	25	13	38
Married	156	79	235
Separated	19	8	27
Total	300	100	400

Inference : It is implied that response was more from married and then followed by divorced and separated..

Table 4.3 : Gender and Number of children

Gender	Number of children		Total
	One-Child	Two-child	
Female	192	108	300
Male	62	38	100
Total	254	146	400

Inference : From the above table, we conclude that the respondents are single child parents (64%) compared to two-children parents (36%), which signifies that the female working professionals are happy with single child compared to two-children for their work-life balance.

4.4 Age of Children

Table 4.4 : Age of Gender and Number of children

Gender	Age of Children			Total
	6-8 Months	9-11 Months	>12 Months	
Female	59	83	158	300

Male	20	17	63	100
Total	79	100	221	400

Inference : From the above table, it is inferred that 55% of the respondents kid were above 12 months, followed by 25% at the age group of 9-11 months and 20% of the age group are in 6-8 months. All the respondents are preferring to use the Baby Food Products, which is easy and convenient for preparation and also health and hygienic for their children.

4.5 Satisfaction towards Quality of the Product

H₀: There is no significant difference in satisfaction level towards quality of various brands of Nestle food products.

H₁: There is significant difference in satisfaction level towards quality of various brands of Nestle food products.

Table 4.5 : Satisfaction towards the Quality of the Nestle Baby Food Products

Nestlebrand_foodproducts * Quality_Satisfaction Crosstabulation		Quality_Satisfaction					Total
Count		Very Poor	Poor	Average	Good	Very Good	
		Nestlebrand_foodproducts	Nestle_Nan_Pro1	0	0	7	42
Nestle_Lactogen	0		0	1	5	17	23
Nestle_Cerelac	1		0	19	94	94	208
Nestle_Infant	0		0	0	1	2	3
Gerber	0		1	2	9	10	22
Nestle_Nestum	0		0	1	7	7	15
Neslac	0		0	0	4	10	14
Nestogen	0		0	0	6	10	16
Total		1	1	30	168	200	400

Ranks

	Nestlebrand_foodproducts1	N	Mean Rank
Quality_Satisfaction	Nestle_Nan_Pro1	99	202.43
	Nestle_Lactogen	23	248.20
	Nestle_Cerelac	208	190.06
	Nestle_Infant	3	239.17
	Gerber	22	185.93
	Nestle_Nestum	15	195.77
	Neslac	14	247.93
	Nestogen	16	231.50

Total	400
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Kruskal Wallis Test Statistics	
	Quality_Satisfaction
Chi-Square	12.312
Df	7
Asymp. Sig.	.091

Inference : The test result (p -value = 0.091) shows null hypothesis cannot be rejected which implies that there is no significant difference in the satisfaction level towards quality of various brands of Nestle food products.

4.6 Satisfaction towards Understanding the Needs of the Consumers

H_0 : There is no significant difference in satisfaction level towards understanding the needs of consumers of various brands of Nestle food products.

H_1 : There is significant difference in satisfaction level towards understanding the needs of consumers of various brands of Nestle food products.

Table 4.6 : Satisfaction towards understanding the needs of the respondents

Nestlebrand_foodproducts * Understandingtheneeds_Satisfaction							
Crosstabulation							
Count		Understandingtheneeds_Satisfaction					Total
		Very Poor	Poor	Average	Good	Very Good	
Nestlebrand_foodproducts	Nestle_Nan_Pro1	5	2	14	38	40	99
	Nestle_Lactogen	0	1	0	8	14	23
	Nestle_Cerelac	9	13	26	88	72	208
	Nestle_Infant	0	0	0	1	2	3
	Gerber	2	2	3	8	7	22
	Nestle_Nestum	1	0	3	8	3	15
	Neslac	0	0	2	4	8	14
	Nestogen	0	0	2	6	8	16
Total		17	18	50	161	154	400

Ranks		
	Nestlebrand_foodproducts1	Mean Rank
	N	

Understandingthe needs_ Satisfaction	Nestle_Nan_Pro1	99	203.97
	Nestle_Lactogen	23	255.80
	Nestle_Cerelac	208	191.82
	Nestle_Infant	3	271.00
	Gerber	22	174.77
	Nestle_Nestum	15	165.93
	Neslac	14	240.93
	Nestogen	16	231.56
	Total	400	

Test Statistics ^{a,b}	
	Understandingthe needs_ Satisfaction
Chi-Square	14.775
Df	7
Asymp. Sig.	.039

a. Kruskal Wallis Test

b. Grouping Variable: Nestlebrand_foodproducts1

Inference : The test (p-value = 0.039) shows null hypothesis need to be rejected which implies that there is significant difference in the satisfaction level towards understanding the needs of consumers of various brands of Nestle food Products.

4.7 Satisfaction towards Price of the Nestle Food Products

H₀: There is no significant difference in satisfaction level towards price as per consumers of various brands of Nestle food products

H₁: There is significant difference in satisfaction level towards price as per consumers of various brands of Nestle food products.

Table 4.7 : Satisfaction towards price of the Nestle Baby Food Products

		Price_Satisfaction					Total
		Very Poor	Poor	Average	Good	Very Good	
Nestlebrand_ foodproducts	Nestle_Nan_Pro1	10	15	17	28	29	99
	Nestle_Lactogen	1	0	3	8	11	23
	Nestle_Cerelac	30	26	45	57	50	208

Nestle_Infant	0	1	0	0	2	3
Gerber	4	3	3	5	7	22
Nestle_Nestum	1	4	2	7	1	15
Neslac	0	2	2	5	5	14
Nestogen	0	4	2	7	3	16
Total	46	55	74	117	108	400

Ranks

	Nestlebrand_foodproducts1	N	Mean Rank
Price_Satisfaction	Nestle_Nan_Pro1	99	205.05
	Nestle_Lactogen	23	266.20
	Nestle_Cerelac	208	190.02
	Nestle_Infant	3	255.67
	Gerber	22	196.68
	Nestle_Nestum	15	172.07
	Neslac	14	237.68
	Nestogen	16	203.16
	Total	400	

Test Statistics ^{a,b}	
Chi-Square	13.080
Df	7
Asymp. Sig.	.070
a. Kruskal Wallis Test	
b. Grouping Variable: Nestlebrand_foodproducts1	

Inference : The test result (p-value = 0.07) shows null hypothesis cannot be rejected which implies that there is no significant difference in the satisfaction level towards price of various brands of Nestle food products as per consumers.

4.8 Satisfaction towards affordability as perceived by the consumers of the Nestle Food Products

H₀: There is no significant difference in satisfaction level towards affordability as perceived by consumers of various brands of Nestle food products

H₁: There is significant difference in satisfaction level towards affordability as perceived by consumers of various brands of Nestle food products.

Table 4.8 : Satisfaction towards price of the Nestle Baby Food Products

		Affordability_Satisfaction					Total
		Very Poor	Poor	Average	Good	Very Good	
Nestlebrand_foodproducts1	Nestle_Nan_Pro1	0	1	4	51	43	99
	Nestle_Lactogen	0	0	0	8	15	23
	Nestle_Cerelac	1	1	8	121	77	208
	Nestle_Infant	0	0	0	1	2	3
	Gerber	1	0	1	12	8	22
	Nestle_Nestum	0	0	1	10	4	15
	Neslac	0	0	0	6	8	14
	Nestogen	0	0	0	8	8	16
Total		2	2	14	217	165	400

Ranks

	Nestlebrand_foodproducts1	N	Mean Rank
Affordability_Satisfaction	Nestle_Nan_Pro1	99	204.05
	Nestle_Lactogen	23	251.57
	Nestle_Cerelac	208	192.07
	Nestle_Infant	3	254.33
	Gerber	22	185.50
	Nestle_Nestum	15	170.23
	Neslac	14	236.14
	Nestogen	16	222.50
	Total	400	

Kruskal Wallis Test Statistics

	Affordability_Satisfaction
Chi-Square	12.525
Df	7
Asymp. Sig.	.085

Inference : Kruskal Wallis test result (p-value = 0.85) shows null hypothesis cannot be rejected which implies that there is no significant difference in the satisfaction level towards affordability aspect as perceived by consumers of various brands of Nestle food products.

4.9 Overall Satisfaction

H₀: There is no significant difference in overall satisfaction level as experienced by consumers of various brands of Nestle food products

H₁: There is significant difference in overall satisfaction level as experienced by consumers of various brands of Nestle food products

Table 4.9 : Satisfaction towards price of the Nestle Baby Food Products

Overall_Satisfaction					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	32	8.0	8.0	8.0
	Poor	35	8.8	8.8	16.8
	Average	41	10.3	10.3	27.0
	Good	129	32.3	32.3	59.3
	Very Good	163	40.8	40.8	100.0
	Total	400	100.0	100.0	

Statistics

Overall_Satisfaction

N	Valid	400
	Missing	0
Mean		3.8900
Std. Deviation		1.25373

Test Statistics

	Overall_Satisfaction
Chi-Square	189.250 ^a
Df	4
Asymp. Sig.	.000

Ranks

	Nestlebrand_foodproducts1	N	Mean Rank
Overall_Satisfaction	Nestle_Nan_Pro1	99	204.25
	Nestle_Lactogen	23	261.41
	Nestle_Cerelac	208	191.52
	Nestle_Infant	3	242.00
	Gerber	22	182.39
	Nestle_Nestum	15	166.57
	Neslac	14	235.50
	Nestogen	16	224.75
	Total	400	

Kruskal Wallis Test Statistics a,b	
	Overall_Satisfaction
Chi-Square	13.27
df	7
Asymp.Sig	.065

Inference : The overall satisfaction is approximately at 3.89 on a scale of 1 to 5. Overall satisfaction is mostly leaning towards 'Good' and 'Very Good' rating as indicated by Chi-square test result of .000 and the frequency table values of Good (129) and Very Good (163).

Kruskal Wallis test result (p-value = 0.065) shows null hypothesis cannot be rejected which implies that there is no significant difference in the overall satisfaction level among consumers of various brands of Nestle food products.

5.0 FINDINGS, CONCLUSION AND SUGGESTIONS

6.1 FINDINGS

- Nestle India Limited is having a complex supply chain management, which is quite cumbersome to understand its functions and its process of working nature. However, the operations of the traders (channel of distributors) are on the location based and target based.
- Nestle operations of CRM is completely through online and the database of the traders are track-recorded efficiently and are not much concerned of the end-customers / end-consumers.
- Nestle Baby Food products are available with different varieties and different flavors.
- The respondents who responded for the questionnaires were more females than males.
- 59% respondents are married followed by 10% Divorced and 7% are separated. It also draws the attention that 52% of the respondents are female and the rest are male respondents.
- There is no significant difference in the satisfaction level towards quality of various brands of Nestle food products. and there is significant difference in the satisfaction level towards understanding the needs of consumers of various brands of Nestle food Products, followed by there is no significant difference in the satisfaction level towards price of various brands of Nestle food products as per customers and there is no significant difference in the satisfaction level towards affordability aspect as perceived by consumers of various brands of Nestle food products. However, overall satisfaction of Nestle Baby Food Products is leaning towards good and very good rating by the customers. There is no significant difference in the overall satisfaction level among consumers of various brands of Nestle food products.

6.2 CONCLUSION

The study has propounded that Nestle Company Baby Food Products are known to the customers of all the corners of the Bangalore. It has tapped well in the market and known for its quality and price. The integration process of people, process and technology i.e., CRM, in which the satisfaction level on purchase and consumption of the products are satisfactory.

6.3 SUGGESTIONS

- The products of Nestle Baby Food Products available in the market are off more varieties and different flavours. However, they are not specific on the benefits to the toddlers, though it is segmented on age group basis.
- The Company continuously focuses its efforts to better understand the changing lifestyles such as Taste, Nutrition, Health and Wellness through its product offerings but not thought or segmented on Usage / Benefits (in other aspects apart from Nutrition).
- Nestle's top priority is quality and safety for their end-users but should concentrate even on consumers affordability, convenience and time too.
- Under each product brand, there are many flavours, which has to be minimized, as the end-users are feeling it is confusing for them to shop.
- The company has to think of getting available to the end-users in different quantities, as they have standardized the quantity.

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