CRM IN FASHION COMPANIES FOR READY MADE MEN’S WEAR

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ABSTRACT

The Fashion industry is a highly discussed issue today, and as it is very competitive, the awareness among consumers, especially male consumers, has increased. Through a preliminary research and it was evident that creating customer relationships enables Fashion companies to maintain a competitive position in the market, also, it was believed that since men tend to stay loyal and are hesitant to purchase apparel from new stores, developing and maintaining relationships with them is crucial. The aim of his study is to determine what a customer-supplier relationship in fashion companies for ready made ready made men’s wear is and when it exists, in order to identify the most important aspects when developing and maintaining this relationship. A hermeneutic and an abductive approach have been used throughout this study, in order to fulfill the purpose of this study; five semi-structured interviews were conducted with managers, at different hierarchical levels, and salesclerks were chosen. It was concluded that the existing definition of relationships do not identify a customer-supplier relationship in fashion retailing; therefore, it is necessary to introduce a new definition for a customer-supplier relationship in Fashion companies for ready made ready made men’s wear, namely semi-intimate relationships. These relationships are long-term relationships that are characterized by frequent personal interactions, personal information exchange, and a shared mode of thinking, two-way commitment and mutual values beyond monetary terms. Moreover, it is concluded that a semi-intimate relationship exists when the customers are included in the company and interactions are on interpersonal levels. Furthermore, a semi-intimate relationship does not exist through one action; it is rather developed through a series of actions, which are determined by customer focused culture, trust, commitment and loyalty, employee satisfaction, customer satisfaction, adding value through benefits and communicating the brand to the male customer are the most important aspects when developing and maintaining semi-intimate relationships. Finally, The concept of relational tools misleading in the context of this study and therefore, new implications for relational tools were introduced, with the sales force being the most important one, when developing and maintaining semi-intimate relationships.