

CUSTOMER ENGAGEMENT AND FULFILMENT AS PER MARKETERS' CYNOSURE (DURABLE GOODS) IN TIRUPUR CITY

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Abstract: The durable goods market works towards customer satisfaction and fulfilment of their needs. This article discusses the importance of customer engagement and provides phenomenal insight into customer engagement and fulfilment as per the perception of the marketers. The participation of potential customers and value their trust and loyalty play a significant role in customer engagement marketing. This provides good result in sales and also delivers positive impact on the organisation.

Keywords: Customer, durable goods, customer engagement, fulfilment.

I Introduction:

The competition in the business world is intense. The marketers in all field work towards withstand in the market, durable goods market is no exception from this. The customer engagement and fulfilment of their needs and wants is essential. The marketer has to provide products and services that can satisfy the customer and retain them. Customer orientation are an important and unavoidable strategy where the needs and wants of the customer are given importance. Customer expectations are getting higher every day. A business can enjoy the advantage of loyalty from their customer and competitive advantage from their rivals only if they work toward customer needs fulfilment. Customer engagement and fulfilment is a team work. It is not confide to one particular department or person. The journey of customer need and wants fulfilment is a hard task. It is an ongoing process. Long time, may be months and years may take to achieve the target but the journey is rewarding in each step taken by the organisation. A customer oriented approach which includes customer satisfaction is cost effective as it leads to retaining the customer. Sales orientation, focus on selling the product produced by the firm. Customer preference or needs are not given due importance in sales oriented firm which may provide negative impact in the long run. A firm must never trade their loyalty for sales. This will affect the business sector. The customer engagement and fulfilment in durable goods market is unavoidable.

II Objectives of the study

- To analyse the key indicators of customer engagement and fulfilment.
- To study the importance of customer needs fulfilment in the high competitive durable goods market.

II Review of Literature

[1] Ashish Mishra, (2020)

The report is titled "Future of Retail in India with a Focus on Consumer Durables." The study says that the companies must always take steps to know the changing trend in the market. This helps them to plan and design their product or service according to the taste and preferences of the customers. The organisations can plan and work upon changing needs of the customers.

[2] Kazmi (2004)

The paper on consumer engagement clearly explains that there is a large process in finding out the needs of the consumers and finding necessary information and taking steps to provide the best options with substitutes increase the reputation of the firm. A satisfied customer is an asset to the business.

[3] Durable-goods, wholesalers-global market-report (2023)

The report explains that updation in products and service with help of technology to the changing needs is the primary driver for the durable industry. It is necessary for the development of the durable sector. Product updation can be done weekly, fortnightly or monthly by the organisation at their convenience and demand in the market.

[4] Hodgkinson, Jackson & West, (2021)

A business increases its sales if the customer is happy. The products and services provided should satisfy the customer. The customer so satisfied will consider a business as a reliable one and will recommend the business to other people. Customer focus addresses client requirements and client service at the same time. A customer focused firm will always take steps to satisfy their customer by providing quality goods.

[5] Juttner, U., and Maklan, S. (2013)

"Developing and using a logical occurrence scaling technique for customer service the experiences". The essay explains development in the customer service industry. The service industry has developed with the combination of technology and the customer service. The technology helps to reach the customer and satisfy their wants at the earliest.

IV Statement of the problem

The paper examines the customer engagement and fulfilment as per marketer interest in durable goods in Tirupur city. The customer engagement and fulfilment of the customers' needs evaluate the success of an organisation. Customer centric organisations aim at satisfying the needs and wants of the customers and thereby engaging the customer in business with their views. The study was restricted to 100 respondents and convenient sampling technique was used.

V Research Methodology

The study is an analytical one. The study is based on the sample survey method. Both primary and secondary data were used. Survey method involves description, data analysis and interpretation. Some type

of control and comparison were used. This helps to discover the relationship between the existing and the non- existing variables.

Research Design: To analyse the customer engagement and fulfilment as per marketer cynosure in durable goods market descriptive design was used. The questionnaire was used to collect the primary data with the help of interview schedule method.

Sample Design: The target population was marketers on durable goods. 100 marketers were selected through convenience sampling from Tirupur.

Tools: The statistical tools used are simple percentage and Rank Analysis (w)

VI Analysis and Interpretation:

The process used here is to collect the data in qualitative research and the emergent knowledge is thus applied to clients' problems. This data often collected is in the records are of discussions and interviews.

Table 1

Product up-dation

Product up-dation	No.of respondents	Percentage
Weekly	59	59
Fortnightly	33	33
Monthly	8	8
Total	100	100

Analysis: 59% of the respondents said they do product updation weekly in order to fulfil the needs of the customers. 33% said they do the updation fortnightly. 8% of the respondents said they do the product updation monthly.

Interpretation: Majority of the marketers 59% do product updation weekly.



Table No. 2**Sourcing of prospective buyers**

Source	No.of respondents	Percentage
Social media	12	12
Content marketing	8	8
Pay per click marketing	7	7
Network marketing	10	10
Referrals	11	11
Webinars and workshops	7	7
Influencer marketing	2	2
Trade Publications and magazines	13	13
Networking events and meet-ups(trade fairs)	10	10
Paid advertising	20	20
Total	100	100

Source: Computed using primary data

Analysis: 20% of the respondents said they attract prospective buyers through paid advertising, 13% through trade publications, 12% through social media, prospective buyers were selected through referrals by 11% of the marketers, network marketing and network events were opted by 10% of the marketers, Content marketing helped 8% of the respondents, webinars and workshops and pay per click marketing was used by 7% of the respondents, 2% of the marketers used influential marketing method to attract prospective buyers.

Interpretation: Majority of the marketers 20% attract prospective buyers through paid advertising.

Table No. 3**Basis of customer consider visiting the store**

Factors	Mean	Rank
Product Quality	3.22	I
Variety of brands in one roof	4.13	IV
Price of the product	3.76	III
Customer Service	3.47	II
Convenience & Personalisation	4.28	V
Brand reputation and Trust	4.43	VI
Ambiance and Atmosphere	4.49	VII

Kendall's Co-efficient of Concordance

Kendall's W	.053
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Test Statistics

N	100
Kendall's W ^a	.053
Asymp. Sig	.000

a. Kendall's coefficient of concordance.

The customers who select the organisation for purchase are the most important prerequisite for any business. The customers select the concern for purchase based on some factors. Product quality has scored the mean value of 3.22 has been considered as the most important factor followed by customer service which has a mean value of 3.48. The next rank is 3.78 mean price followed by the factor variety of brands in one roof. Convenience and personalisation have scored the mean value of 4.28 and have been ranked in fifth position followed by brand reputation and trust which has a mean value of 4.43 and the least important factor is ambiance and atmosphere with the mean value of 4.49.

Kendall's coefficient of concordance (W) was used in order to find the extent of similarity among the 100 respondents and to assign the ranks accordingly. **'W's range: 0-1**

Kendall's coefficient of concordance W for the above is 0.053. This clearly portrays that there is very little similarity among the respondents.

Findings:

- Majority of the marketers 59% do product updation weekly.
- Majority of the marketers 20% attract prospective buyers through paid advertising.
- Product quality has scored the mean value of 3.22 has been considered as the most important factor.

Suggestions:

- Customer need fulfilment is a team work and thus all the persons in the organisation must work toward achieving the same.
- Customer retention is necessary and it can be achieved by customer engagement and develop customer loyalty.

