

# A Study on Relationship Marketing In Small Business Through Women SHG

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## ABSTRACT:

Customers are the boss in today's world, so maintaining the positive relationship among customers is very much important. The main aim of this study is to determine the relationship marketing in small businesswomen entrepreneurs through SHG and to explain the steps taken to maintain Relationship Marketing. Convenience sampling technique was conducted in this study and the sample was taken in Chennai city in and around Santhome. Primary and Secondary data were used for the collection of data. Primary data was collected through questionnaire method with the sample size of 30. The data was collected and analyzed through percentage method.

Key Words:SHG, Small Business, Relationship marketing,customer, Women entrepreneurs.

## INTRODUCTION:

Relationship Marketing is about forming long-term relationships with customers. Rather than trying to encourage a one-time sale, Relationship Marketing tries to foster customer loyalty by providing exemplary products and services.

Relationship Marketing mainly involves the improvement of internal operations. Many customers leave a company not because they didn't like the product, but because they were frustrated with the customer service. If a business streamlines its internal operations to satisfy all service needs of their customers, customers will be happier even in the face of product problems.

Self-Help Group is a small voluntary association of poor people preferably from the same socio-economic backdrop. The micro-credit given to them makes them enterprising; it can be all women group, all-men group or even a mixed group. A self- help group (SHG) usually composed of 10–20 local women. In India, many SHGs are 'linked' to banks for the delivery of micro credit for small business.

When these kind of small business women entrepreneurs using relationship marketing in their business will helpful to improve their business. This study helps to determine the importance of Relationship Marketing and try to identify whether the SHG members are using this technique in their business.

## OBJECTIVES OF THE STUDY:

- To study and analyze the impact of Relationship Marketing in Small Business through SHG members.
- To investigate the steps taken for Relationship Marketing by SHG members while doing business.
- To give suggestions to improvise the Relationship Marketing in business.

## FINDINGS:

- It is observed that 50% of the small businesswomen entrepreneurs through SHG are doing business to meet their family expenses.
- It is found that 67% of the SHG members were aware of Relationship Marketing and using Internet for business through WhatsApp in mobile phone.
- It is observed that 67% of the SHG members accepted that Relationship Marketing helps to increase sales.
- It is found that through Relationship Marketing customer retention becomes very easier.
- 33% of the SHG members are not concentrating in Relationship Marketing.
- 56% of the SHG members agreed that to develop Relationship Marketing they are meeting the customers and explaining about the new products available in the market frequently.
- It is observed that 23% of the SHG members were meeting their customers during occasions.
- It is found that 67% of the SHG members are maintaining Relationship Marketing by the way of showing kindness, explaining about the product, reduction in the price and meeting customers need.
- It is identified that when the customers are not satisfied with the product they have bought it can be returnable.
- It is observed that without knowing the concept of Relationship Marketing SHG members are practicing that into their business.
- It is found that majority of the members are doing their business within their area without knowing the marketing concepts.

## SUGGESTIONS:

- Government can take action to improve the business of women entrepreneurs through SHG.
- Without knowing the concept of Relationship marketing the SHG members are using this into their business. If they know about this concept they can implement in an effective manner and can earn more profit. So, NGO's can arrange training programs regarding this.
- The Government or the NGO's can take efforts to market their products and can teach them about marketing.

## CONCLUSION:

Customers plays a vital role in today's marketing. All over the world the companies are identifying the needs and wants of the customers and based on that only they are producing or servicing their customers. At present each and every companies identifies the importance of Relationship Marketing and implements that into their business. Small business owners through SHG also understands the importance of Relationship Marketing and implementing that into their business. If the proper method of marketing is taught to the SHG members it will be more useful to develop their business and helps to develop their family too. Thus this study concludes that Relationship Marketing is very important in the current scenario and applying this into business will help to earn more profit and to develop their business.

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