

**ANALYZING STREET VENDORS' AWARENESS OF CRM TECHNIQUES****<sup>1</sup>Ms. Saba Shaikh and <sup>2</sup>Dr. Ashok Luhar**<sup>1</sup>PhD Research Scholar, D.T.S.S College of Commerce, University of Mumbai<sup>1</sup>sabashaikhh97@gmail.com and <sup>2</sup>ashokluhar1985@gmail.com<sup>2</sup>Research Guide, D.T.S.S College of Commerce, University of Mumbai**ABSTRACT**

*In India, the unorganised retail sector, which makes up a larger portion of the economy than the organised sector, includes street vendors as essential players. This study looks on how much street vendors know about CRM. Aim of the study is to evaluate the degree of street vendors familiarity with concept of CRM for their business. By identifying these factors, the study hopes to produce useful data that could enhance street sellers' CRM strategies and boost their expansion into the informal economy. The research combines primary data obtained through comprehensive qualitative analysis to show street vendors in Mumbai's Govandi locality. There were 50 active street vendors in the sample data. Many street vendors understand the value of CRM, but fewer of them are putting it into practice because of a lack of formal framework, limited resources, temporary place of work, training, technical support, suitable strategies. For their survival and economic growth, the government should step in and provide training programs.*

*Keywords: CRM, Street Vendor, Awareness.*

**INTRODUCTION**

Street vendors must establish relationships with customers because they are an essential part of any business. A person who works on the streets to sell consumers goods and other services is known as a street vendor. They offer products to neighbourhood customers on a daily or weekly basis. Even though they face plenty of challenges, they contribute significantly to the urban economy. The purpose of this study is to investigate street vendors' awareness of CRM.

CRM, or "Customer Relationship Management," is a software program that makes it simple for business owners to keep track of all of their correspondence and develop connections with their prospects and customers. CRM enables street vendors to better understand the needs or preferences of their customers based on their purchasing habits, which encourages repeat business and fosters customer loyalty. Street vendors can identify and reward repeat customers with discounts, offers, and loyalty programs in addition to fostering strong connections with them through the use of customer data. Unlike businesses, street vendors interact with customers directly and may respond quickly to their feedback, which increases customer satisfaction and develops a positive reputation with the public. Street vendors are able to maintain stock levels by identifying things that are popular or in demand in the marketplace. This proactive strategy aims to lower the possibility of overstock scenarios. Good customer relations are facilitated by effective CRM, and satisfied customers are more likely to promote positive word-of-mouth in their surrounding area. Technology has advanced to the point where tiny enterprises, including street sellers, can now find reasonably priced and easily navigable CRM solutions. CRM adoption is made more feasible by these technologies, which provide necessary functionality without placing a heavy cost on users. A street vendor offering the same goods or services can be distinguished from other street vendors in the market by using effective customer engagement strategies.

CRM would help street vendors to collect and organise a date for a future reference. Customers feel valuable if they are getting the goods or services as per their preference. Street vendors deal with a variety of difficulties in their day-to-day operations, including variable sales, infrastructure problems, temporary locations for their businesses, and inventory shortages or waste. CRM tactics that work can help to some degree to reduce the problems.

**REVIEW OF LITERATURE**

1. **Ms. Mamta Rupolia, Dr. Richa Choudhary, Dr. Harsh Purohit (2016)**, By conducting a field investigation in Mumbai, this research aimed to offer a deeper knowledge of the CRM adoption process. The primary objective of the research was to ascertain the CRM strategies employed by Mumbai City's small street shops and to emphasize the methods that show the most influence over consumers' buying choices. According to a study, street vendors' businesses are positively impacted by strategies such as efficient complaint handling, a positive outlook on enhancing the customer's purchasing experience, effective communication with customers, and good listening and acknowledgment skills.

2. **Roshni Agarwal Jorhat (2022)**, The study clearly shows that CRM is an ongoing effort that has grown in importance recently. Over time, the market has shifted from being seller-centric to customer-centric. Businesses must continue to develop positive relationships with their clients, who are viewed as the market's king. The purpose of the research for this article was to show how building and sustaining relationships with consumers might help shops increase loyalty marketing. Retailers and customers can have stronger relationships. Retailers are able to provide customers with individualized services by keeping track of their records. The article's conclusions were that retail establishments may keep their customers happy by using after-sale service, coupons, membership cards, and festival incentives. participating in reward programs, taking response and guarantee cards, and accepting credit/debit cards.

3. **Dr. V. Palanisamy, C. Thilagavathi (2019)**, The article discusses the study on customer relationship management (CRM) practises in retail companies in Trichy city. The purpose of the study was to ascertain which CRM techniques were employed by retail businesses and how effective they were in fostering customer loyalty. Ten retail locations were surveyed as part of the inquiry. The majority of retail businesses employ CRM, according to the research, through complaint handling, loyalty programs, tailored service, and knowledge of their consumers' needs and preferences. The survey also found that CRM practises may be improved upon and that adopting CRM practises can significantly increase customer happiness and loyalty. The study's conclusions suggest that retail companies should invest more in CRM strategies in order to create long-lasting relationships with their customers and gain a competitive advantage.

4. **Dr. Meera Mathur and Sumbul Samma (2010)**, The article discusses a study conducted on customer relationship management (CRM) practises at a few organised retail enterprises in Udaipur City. The study's objective was to identify the different CRM practices employed by these companies and the ways in which they contributed to higher levels of customer satisfaction and loyalty. Thirty retail businesses were surveyed by the researchers to acquire information. According to the study, the shops employed a variety of CRM strategies, such as complaint resolution, loyalty programs, customer data management, and personalized services. The study's conclusions indicate that a well-executed CRM program can boost customer satisfaction and loyalty, which in turn boosts sales for retail businesses.

5. **Prof. Dr. Pankaj.K. Trivedi (2015)**, This paper examines the importance of customer relationship management (CRM) in the Indian business setting. It covers the various components of CRM and how it can be successfully implemented in India, with a focus on the role that technology and customer data analysis play. The article also emphasizes how important it is to adapt CRM methods to account for cultural differences in Indian business practices. "Companies that put customers first are six times more likely to achieve growth goals," the article's conclusion states based on data. CRM is an excellent tool for carrying that out. By giving customers' actual worth more serious thought, one can allocate resources toward attracting and keeping the right kind of customers. With this strategy, CRM projects will be more successful, and the company will be able to innovate and grow more successfully.

### STATEMENT OF PROBLEM

The unorganized retail sector includes street vendors. They are undertaking the activity for their daily bread and butter and are not very literate. The inability to fully utilize CRM due to a lack of formal framework and limited resources hampers street vendors. Whether or not they are using any CRM procedures, and whether or not they are aware of CRM. The importance of CRM awareness among street merchants in the Govandi area has not increased significantly.

### OBJECTIVE OF THE STUDY:

1. To determine the street vendors' level of CRM awareness.
2. To study the review of Literature in the related area.

### SCOPE & LIMITATION OF THE STUDY

i. The study's focus will be on Govandi street vendors that conduct their regular commercial activities there, such as selling fast food, vegetables, tea shops, fruits, apparel, and footwears.

### RESEARCH METHODOLOGY

**Area of the Study:** Geographically speaking, the respondents are from Govandi of Mumbai, Maharashtra.

**Sample Size:** 50 Street vendors were interviewed for collection of data.

**Data Sources:** Descriptive research is the type being done. For a survey, Convenient sampling has been used. Information has been gathered from both primary and secondary sources. Secondary data from the internet, journals, reports, and books in print has been incorporated.

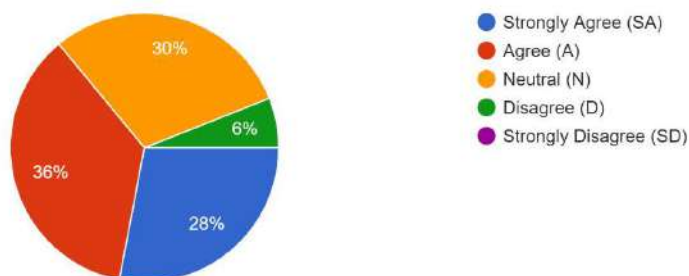
**Restrictions to the Study:** Data has been gathered only from the Mumbai of Govandi, which is being taken into consideration for the study.

**Data Analysis and Interpretation:** With the help of a detailed questionnaire an effort has been taken to find out the extent of awareness regarding awareness of CRM among street vendors. In analysing the questionnaire, pie charts have been used and results have been displayed in %. Following is the analysis of Questionnaires.

### Data Analysis & Interpretation

**Diagram 1.1**

Street vendors are familiar with the concept of Customer Relationship Management (CRM).  
50 responses



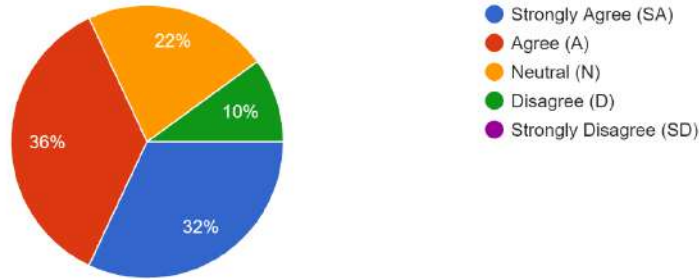
**Interpretation:** According to the data analysis, a sizable majority of respondents (64%) strongly agree or agree that street sellers are knowledgeable about customer relationship management (CRM) strategies. Significantly less respondents (30%) gave a neutral response, indicating that several respondents were unsure or did not know for

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sure whether street sellers were conversant with CRM tactics. This implies that there is little resistance and a generally favourable opinion of street merchants' knowledge of CRM strategies.

**Diagram 1.2**

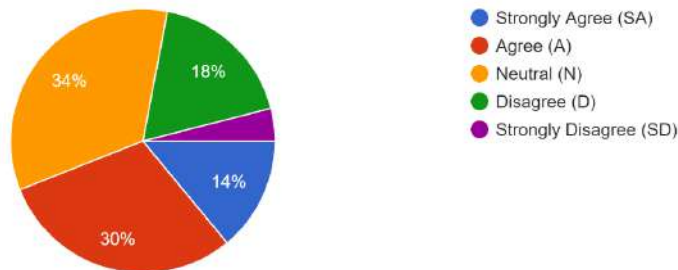
Street vendors believe that building good relationships with customers is important for their business.  
50 responses



**Interpretation:** According to the analysis, 68% of street sellers agree or strongly agree that developing strong client relationships is important. This demonstrates how widely acknowledged customer loyalty and happiness are as important factors in determining a street vendors success. Although there was no significant disagreement, 22% of respondents were indifferent, suggesting that there may be a gap in understanding the importance of CRM techniques.

**Diagram 1.3**

Street vendors regularly collect and store information about their customers' preferences and purchasing habits.  
50 responses

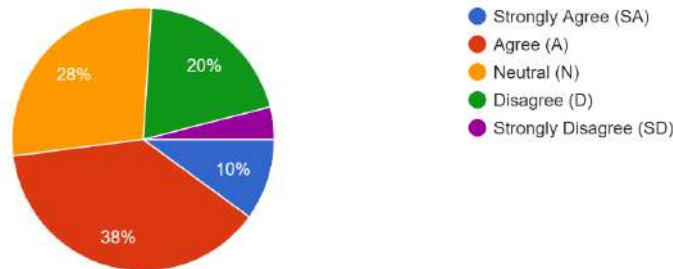


**Interpretation:** The examination of street vendors' knowledge of CRM strategies reveals a lack of consensus. 52% are neutral or disagree, while 44% accept that vendors collect customer data. This implies different implementation strategies and emphasizes the need for more training on the advantages of CRM practices.

**Diagram 1.4**

Street vendors use this information to personalize their interactions with customers (e.g., recommending products, remembering preferences).

50 responses

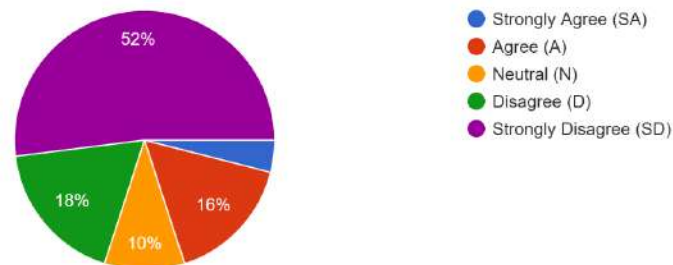


**Interpretation:** Mixed feelings are found when the awareness of CRM strategies by street merchants is analyzed. 28% of respondents are neutral, 24% disagree, and 48% agree that merchants use customer information to tailor encounters. In general, there seems to be a deficiency in the efficient application of CRM strategies among street vendors, suggesting that greater awareness and training are necessary to improve customer connections and business-related results.

**Diagram 1.5**

Street vendors have a system in place to track and follow up with customers after their purchase.

50 responses

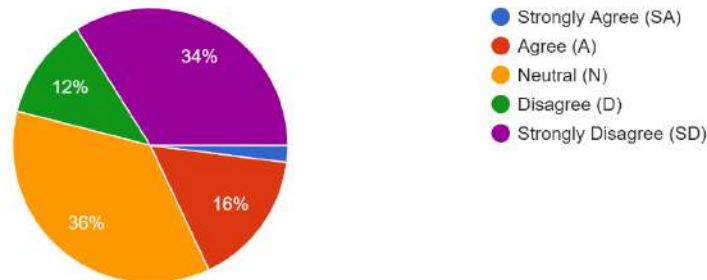


**Interpretation:** 70% of street vendors disagree or strongly disagree with the statement, indicating an extensive absence of systems for tracking and following up with customers, according to the analysis. This draws attention to a significant gap in CRM use and understanding, highlighting the necessity of training and assistance to enhance street vendors' post-purchase follow-up strategies.

**Diagram 1.6**

Street vendors actively seek feedback from customers to improve their products or services.

50 responses

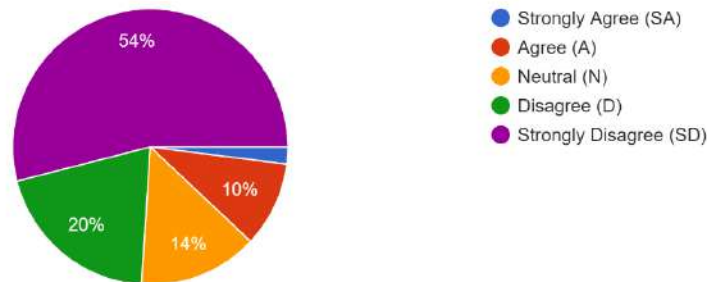


**Interpretation:** The study of the data indicates a worrying trend of street sellers' knowledge of CRM strategies linked to asking clients for feedback. The majority (46%) disagree or strongly disagree, with only a small minority (18%) agreeing that street vendors actively seek suggestions.

**Diagram 1.7**

Street vendors use social media or other digital platforms to engage with customers and build relationships.

50 responses

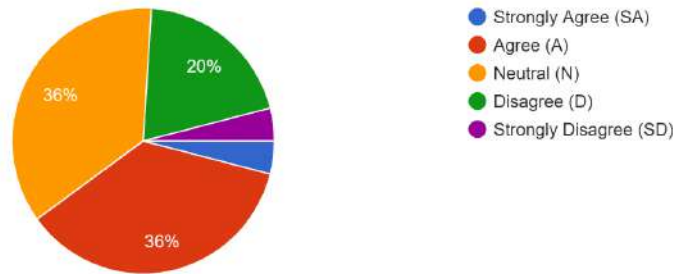


**Interpretation:** An important gap exists in the way street sellers use digital platforms to interact with customers, according to the report. Just 12% of respondents agree or strongly agree with the statement, while the majority (74%) disagree or strongly disagree. This suggests that digital customer engagement strategies are generally underutilized or not well understood.

**Diagram 1.8**

Street vendors regularly train themselves and their staff on customer service and relationship-building techniques.

50 responses

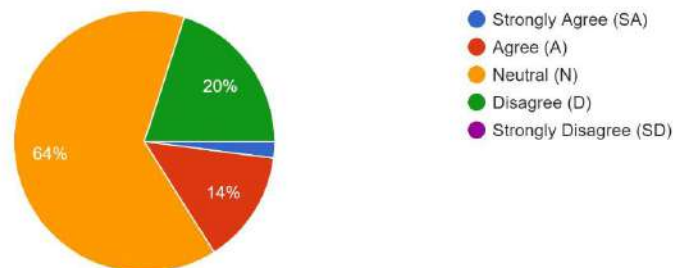


**Interpretation:** Regarding their awareness of CRM strategies related to training in customer service and relationship-building, street vendors respond inconsistently, according to the data. A majority (56%) feel neutral or disagree with the statement, despite 40% agreeing or strongly agreeing with its relevance. For street vendors, improving training programs may increase customer satisfaction and overall business success.

**Diagram 1.9**

Street vendors are effectively implementing CRM techniques in their street vending business.

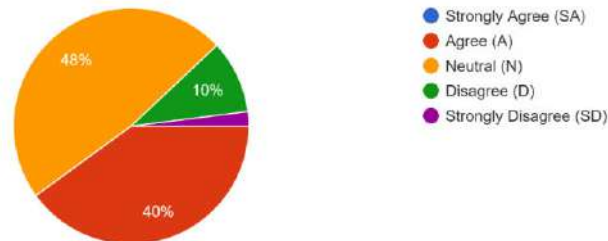
50 responses



**Interpretation:** According to the research, perceptions on how well street sellers apply CRM strategies are divided. 20% disagree with the statement, while the majority (64%) are neutral. Merely 16% agreed, suggesting doubt or ignorance. In order to improve CRM practices among street sellers and possibly boost business success, education and training are required.

**Diagram 1.10**

Government should launch a campaign to educate street vendors for implementing effective CRM strategies.  
50 responses



**Interpretation:** There is a mixed reaction to the data on street vendors' knowledge of CRM strategies and possible government intervention. Government-led CRM education programs are unpopular with 48% of respondents, although 40% see potential advantages in them. Nevertheless, 12% say they disapprove or strongly disagree with government intervention.

### FINDINGS AND CONCLUSION

While the majority of street vendors are aware of CRM and its value to their businesses, not all of them are utilizing it to its full potential. Due to a lack of software or technical support, the majority of them do not keep track of customer information for potential future engagements based on consumer demands or preferences. Customer suggestions are important, yet many street sellers do not take them into consideration to grow their businesses. Digital platforms are the new turning point for businesses these days, but street vendors are not participating in this activity. Street vendors should interact with customers, record compliments and grievances, and offer specialized services in accordance with acceptable customer service standards. Both customer retention and corporate growth would benefit from this. They perform this activity as their everyday breadwinner, which is why CRM is so important and why integrating it in businesses is urgently needed. The government and NGOs should plan awareness and training efforts to educate street vendors about CRM and its benefits. This would improve their reputation and raise their standard of Customer service.

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