

Relationship Marketing and Customer Orientation in context of white Goods Sector

Dr. Amit A. Medhekar¹ and Dr. Sarita T. Aurangabadkar²

¹Assistant Professor, Siddhant Institute of Business Management, Pune, Maharashtra, India,

²Director, G. E. Society's JDC Bytco Institute of Management Research, Nashik, Maharashtra, India

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ABSTRACT

White Good companies attain and maintain market leadership by understanding customer needs wants and desires. Also to study customer psyche-buying preferences is an opportunity to understand market dynamics. Organizations need to find solutions for customers that would elate & delight them through superior value, quality and service. People in these organizations need to know how to define and create customer segment and how to position products with high customer perceived value by developing need-satisfying products and services for their chosen segments. Several colossal and undersized organizations hunt for success. Hordes of aspects contribute to make business successful. Those are strategic planning and execution, dedicated and adroit employees, effectual information systems through recent technological know-how, excellent exploitation of resources. This article begins with introduction of the topic in brief. Literature review is described. Next, purpose of the research is portrayed. The Problem statement is put forth. The objectives are enlisted. Later emphasizes upon varied challenges before white goods companies while serving individual customer and avoid the switching. Discussion is carried out at length about White Good sector. Conclusions are elaborated in light of Customer orientation.

KEYWORDS: Relationship marketing, Customer orientation, White goods sector.

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