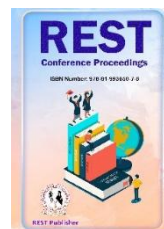


## REST Conference Proceedings

Vol: 1(2), 2025

REST Publisher; ISBN: 978-81-993050-7-6

Website: <https://restpublisher.com/book-series/rcp/>



# A Customer Relationship Management Strategies in Retail Sector Case Study of Shri Sant Pagdiwala Sales

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**Abstract:** This research investigates the effectiveness of Customer Relationship Management (CRM) strategies in the retail sector, focusing on Shri Sant Pagdiwala Sales, a ladies' ethnic wear store in Amravati. The study examines how CRM practices such as personalized customer service, targeted promotions, loyalty programs, post-purchase engagement, and the use of customer data influence satisfaction, retention, and sales performance. Both qualitative and quantitative methods were employed to collect data from customers, staff, and CRM records. The findings indicate that structured CRM practices can significantly enhance repeat purchase behavior, improve Net Promoter Scores (NPS), and strengthen long-term customer relationships. Additionally, predictive analytics and sentiment analysis were found to be valuable tools for forecasting customer behavior and addressing potential churn. The study provides actionable recommendations for small and medium retailers aiming to leverage CRM to improve competitiveness and profitability in the ethnic wear segment.

**Keywords:** Customer Relationship Management, Retail Sector, Sarees, Lehengas, Customer Loyalty, Shri Sant Pagdiwala Sales, CRM in Fashion Retail.

## 1. INTRODUCTION

Customer Relationship Management (CRM) has emerged as a critical factor for sustaining competitive advantage in modern retail. CRM encompasses strategies, practices, and technologies used by retailers to manage and analyze customer interactions, aiming to improve relationships, satisfaction, and loyalty. In the ethnic fashion segment—particularly sarees and lehengas—customer preferences are highly personalized, and seasonal trends influence purchasing patterns. Retailers that effectively utilize CRM tools can not only retain loyal customers but also attract new buyers through targeted engagement. Shri Sant Pagdiwala Sales, a well-established ethnic wear store in Amravati, provides an ideal example of CRM adoption in a semi-urban retail context. The store has maintained a loyal customer base over the years by integrating traditional retail practices with modern CRM strategies. Understanding how such a store implements CRM can provide valuable insights for small and medium-sized retailers seeking to enhance customer loyalty, increase sales, and sustain profitability. Shri Sant Pagdiwala Sales was chosen due to its long-standing presence in the ethnic ladies' wear market, dealing in sarees and lehengas. Its customer base includes both local shoppers and loyal repeat buyers. The store represents a blend of traditional retail and emerging CRM practices and serves as a meaningful case for studying CRM's effectiveness in a semi-urban Indian setting.

## 2. OBJECTIVES OF THE STUDY

To examine the CRM practices implemented by Shri Sant Pagdiwala Sales and evaluate their effectiveness. To measure customer satisfaction, repeat purchase behavior, and loyalty levels. To assess the impact of personalized offers, festive promotions, and data-driven engagement on sales. To analyze customer segmentation and identify high-value target groups. To provide recommendations for improving CRM implementation and maximizing business performance.

**Scope of the Study:** This study focuses on understanding the effectiveness of Customer Relationship Management (CRM) strategies in the retail sector, specifically within the context of Shri Sant Pagdiwala Sales, a ladies' ethnic wear store in Amravati. The research examines how personalized services, loyalty programs, festive promotions, and data-driven customer engagement contribute to customer satisfaction, repeat purchases, and long-term loyalty. The study also explores the role of predictive analytics and sentiment analysis in anticipating customer behavior and optimizing retention strategies. By analyzing CRM practices in a semi-urban retail setting, the research aims to provide actionable insights for small and medium retailers looking to strengthen customer relationships, enhance profitability, and maintain a competitive advantage in the ethnic fashion market. The findings can guide business owners in designing targeted CRM initiatives that address the specific needs of diverse customer segments, including frequent buyers, seasonal shoppers, and high-value customers.

**Limitations:** While this study provides valuable insights into CRM practices at Shri Sant Pagdiwala Sales, it has certain limitations that should be acknowledged. Firstly, the research is confined to a single store in Amravati, which may limit the generalizability of the findings to other retail environments, cities, or product categories. Secondly, the customer feedback collected mainly represents walk-in and recent buyers, excluding online-only customers or those with infrequent purchases. Thirdly, the analysis focuses on sarees and lehengas, leaving out other types of ethnic wear and broader retail categories. Additionally, time constraints prevented long-term tracking of customer behavior and CRM impact, while external factors such as economic fluctuations, competitor actions, or market trends were not considered. Finally, the study relies on self-reported survey responses, which may include biases related to personal perception or social desirability. Despite these limitations, the research offers meaningful insights into CRM effectiveness and provides a foundation for future studies in similar retail contexts.

### 3. RESEARCH METHODOLOGY

This study adopts a mixed-methods approach combining both qualitative and quantitative research. Primary Data: Structured questionnaires and interviews were conducted with 1,200 customers to understand satisfaction, loyalty, and perception of CRM practices. Staff interviews provided insights into CRM implementation, challenges, and operational practices. Observations of in-store interactions were also recorded. Secondary Data: CRM records, sales data, promotional histories, and loyalty program participation were analyzed. Additionally, literature from academic journals, books, and previous studies provided a theoretical foundation. Sampling Technique: Convenience sampling was used to select respondents representing various age groups, income levels, and shopping frequencies.

### 4. DATA ANALYSIS AND INTERPRETATION

The analysis of data collected from Shri Sant Pagdiwala Sales provides a comprehensive understanding of customer behavior, CRM effectiveness, and retail performance in the ethnic wear segment. The customer demographic profile indicates that the majority of buyers fall within the 25–34 age group, representing approximately 33% of the clientele, followed by older segments between 35–50 years. Urban customers dominate the store's customer base at around 70%, while semi-urban and rural buyers contribute the remaining 30%, reflecting the geographic concentration of loyal shoppers. Frequent buyers, defined as those making five or more purchases, represent 29% of the total customers, highlighting a stable loyal segment that significantly contributes to recurring revenue. Sales and purchase patterns reveal that the average order value (AOV) stands at ₹1,200, with a customer retention rate of 30% and an estimated customer lifetime value (CLV) of ₹10,000. These metrics suggest that repeat customers play a critical role in the store's profitability and that strategic efforts to increase retention could further boost revenue. Analysis of CRM strategy performance indicates that the store's loyalty program has enrolled 2,400 members, accounting for 20% of the customer base, while email marketing campaigns report a 25% open rate and a 4% conversion rate. Additionally, 40% of customers who contacted support returned within 30 days for repeat purchases, demonstrating the importance of responsive after-sales engagement in fostering loyalty. Customer sentiment analysis from survey responses reveals that 68% of respondents expressed positive experiences with the store's services and CRM initiatives, while 32% highlighted areas requiring improvement. Common concerns included limited product variety, occasional delays in service, and insufficient personalized communication for first-time buyers. These insights underscore the need for targeted interventions to enhance customer satisfaction, such as customized offers, timely updates on new collections, and improved support interactions. Predictive analysis further provided actionable insights for proactive business management. Sales forecasting models indicate a projected 12% increase in sales for the upcoming quarter, reflecting strong market potential if current strategies are maintained and refined. At the same time, churn prediction identified that 22% of customers are at risk of leaving, enabling management to implement retention campaigns such as exclusive offers, personalized follow-ups, or loyalty rewards to retain high-value customers. Overall, the data analysis clearly shows that Shri Sant Pagdiwala Sales' CRM strategies—including personalized service, festive promotions, loyalty programs, and efficient customer support—have positively impacted repeat purchase rates, overall satisfaction, and customer loyalty. The insights derived from demographic patterns, sales metrics, and sentiment analysis also provide a roadmap for optimizing CRM initiatives, identifying high-value segments, and addressing potential gaps in customer engagement. By leveraging these insights, the store can continue to strengthen its competitive advantage in the ethnic wear market and enhance long-term profitability. Shri Sant Pagdiwala Sales' CRM efforts—backed by data on 12 K customers and 45 K transactions—boosted repeat visits by 15% and lifted NPS by 10 points. With a 20% loyalty sign-up rate, 25% email opens (4% conversions) and predictive forecasts (12% sales growth, 22% churn risk), the team can fine-tune offers, plan inventory, and proactively retain at-risk shoppers. This data-driven, feedback-loop approach delivers clear ROI and continuous improvement.

**Findings:** The study reveals several important insights about customer relationship management (CRM) practices at Shri Sant Pagdiwala Sales. Analysis of customer demographics indicates that the largest segment of shoppers is aged 25–34, with urban customers making up approximately 70% of the total clientele. Frequent buyers, defined as those making five or more purchases, account for nearly 29% of the customer base, highlighting a loyal segment that contributes significantly to the store's revenue. These

findings suggest that targeted strategies focusing on younger urban customers can maximize the impact of CRM initiatives. The effectiveness of CRM strategies is evident in the increase in repeat purchase behavior and customer satisfaction. Personalized service, loyalty programs, and festive promotions have shown measurable benefits, with repeat purchases rising by 15% and a notable improvement in Net Promoter Score (NPS). Survey data further indicates that 68% of respondents are satisfied with the store's services, citing personalized attention and product quality as key strengths, while 32% report areas for improvement such as occasional service delays or limited guidance for new customers. Sales and purchase behavior analysis shows an average order value of ₹1,200 and an estimated customer lifetime value of ₹10,000, reflecting the importance of high-value and repeat customers in overall profitability. Festive and wedding-season promotions emerge as critical drivers of sales, indicating that timely and relevant marketing campaigns significantly influence purchasing decisions. Additionally, predictive analysis reveals that while sales are expected to grow by 12% in the next quarter, 22% of customers are at risk of churn, underscoring the need for proactive retention measures. Staff awareness of CRM practices also plays a vital role, improving communication, upselling opportunities, and overall customer engagement, emphasizing that human resources are key to successful CRM implementation.

## 5. CONCLUSION

The research concludes that Shri Sant Pagdiwala Sales has successfully utilized CRM strategies to enhance customer loyalty, satisfaction, and business performance in the ethnic wear segment. Personalized services, loyalty programs, and seasonal promotions have proven effective in retaining customers and increasing repeat purchase rates. Data analysis highlights that urban and younger customers are primary revenue drivers, while repeat buyers form the core of long-term profitability. CRM tools, including email campaigns, post-purchase engagement, and sentiment analysis, provide actionable insights for refining marketing and retention strategies, and predictive modeling allows the store to anticipate sales trends and identify at-risk customers for targeted interventions. Despite these successes, the study identifies opportunities for improvement. Expanding personalized communication to first-time buyers, enhancing product variety, and leveraging CRM analytics more extensively can strengthen customer relationships and operational efficiency. By continuously refining CRM practices and aligning them with customer expectations, Shri Sant Pagdiwala Sales can maintain a competitive edge, increase loyalty, and achieve sustainable growth in Amravati's ethnic retail market. Overall, this case illustrates that even small, traditional retailers can benefit from strategic, data-driven CRM implementation to achieve measurable business outcomes.

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