



# Bharath

## INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as Deemed-to-be University under section 3 of UGC Act, 1956)  
(Vide Notification No. F.9-5/2000 - U.3, Ministry of Human Resource Development, Govt. of India, dated 4<sup>th</sup> July 2002)



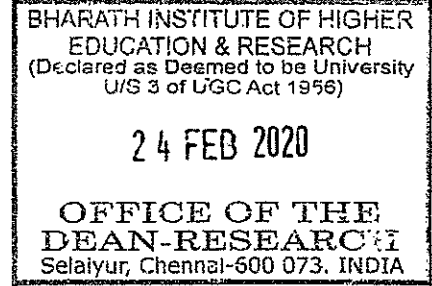
Phone : 044-22290742 / 22290125 . Telefax : 044-22293886  
Website : www.bharathuniv.ac.in

173, Agaram Road, Selaiyur, Tambaram,  
Chennai - 600 073. Tamil Nadu.

RefNo.SMS-2018-O-35

Date: 24/02/2020

TO  
Mr. K. Shree Balaji,  
Asst. Professor/ MBA,  
BIHER.



Thro: Concern Head of the Department

Greetings!!!

We are happy to announce that the Research Advisory Committee has approved your proposal for Seed Money Scheme-2018 which was presented by you. You are requested to complete the proposal and send the progress report to the Dean Research in the prescribed time period.

**Title of the Project: Retail marketing- components impact customer satisfaction in Chennai**

**Seed Money Amount: Rs.1, 00,000/- (Rupees One Lakh Only)**

**Approved on: 20/02/2020**

**Payment details:**

**Voucher No.35**

**Dated: 28/02/2020**

With Regards

Dean-Research

# Sarath University

SELAIYUR, CHENNAI - 600 073, TAMIL NADU, INDIA.

## CASH / PAYMENT VOUCHER

Date: 28/02/20

V.No. 036

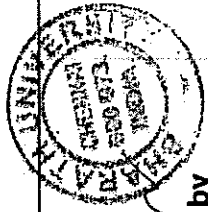
Debit \_\_\_\_\_ Amount \_\_\_\_\_

**Rs. 1,00,000/-**

PAID TO Mr. K. Shree Balaji

RUPEES one lakh only.

TOWARDS Seed Money Scheme - 2018.



Authorised by [Signature]

Finance Manager

Cashier/Accountant

[Signature]

Payee's Signature

## PROPOSAL SUBMISSION

### 1. Details of Principal Investigator:

**Name** : Mr. Shree Balaji K  
**Designation** : Assistant Professor  
**Highest Qualification** : MBA. M.Phil., (Ph.D.)  
**Department** : Department of Management Studies  
**E-mail** : bala\_8586.mba@bharathuniv.ac.in  
**Contact No** : 8939788397  
**Date of Joining** : 08.08.2019

### 2. Details of Co - Principal Investigator:

**Name** : Dr S Praveen Kumar  
**Designation** : Professor & Head  
**Highest Qualification** : Ph.D.  
**Department** : Department of Management Studies  
**E-mail** : praveenkumar.mba@bharathuniv.ac.in  
**Contact No** : 9840051344  
**Date of Joining** : 16.06.2014

## Technical Details

### **1. Introduction:**

This study explores how the company can develop to satisfy consumers and achieve retail loyalty. The reason is important for finding out where the customer's chain stands, Business performance in dynamic markets today calls for consumer comprehension and appreciation. Customers are competitive, need to spend a lot more money and choose a wide range of products and services. To please consumers, listen to their suggestions and enhance services and products in order to retain customers' satisfaction. The goal of this study is to learn how the retail sector can enhance the quality of customer service, the options provided and the overall environment. The theoretical segment of research focuses on marketing mix, quality of service and consumer value theory and customer loyalty and, ultimately, on the basic theory of retail markets.

#### Market Mix:

The phrase "Marketing Mix," which is traditionally focused on goods, costs, spaces, and promotion, is a simple model for companies. The marketing strategy is described as "the set of marketing tools used by the company to achieve its marketing goals in the target market."

#### Product:

The product refers to an item or service that meets the consumer's needs or expectations. The product is the main component of the marketing mix. There are tangible and immaterial advantages to goods. Tangible advantages provide advantages that can be calculated. Intangible advantages are advantages which cannot be calculated. It is critical, as needed, that the product is modified and prevented by competitors from being overtaken.

#### Price:

The correct price for a commodity is quite significant. If the price of the product is too high, customers can avoid the product because they think it is too costly but when the price of the product is too low, they will think the product is wrong for it to be too inexpensive. Furthermore, it cannot cover the loss if the business charges a price too big.

#### Place:

Where the commodity is to be sold, the location decides. Three key distributions are available. The first is conventional selling, where the product is marketed to wholesalers who then distribute it to retail stores. The second is called new selling the goods directly at retail stores. The second is called modern selling. The last is Direct where the retailer directly sells to the customer, for example via door-to-door sales or the internet.

#### Promotion:

It is crucial that the prospective consumer is told about the product once the product has been manufactured and the price fixed. Promotion may also be used to convince customers that product quality is good and to encourage them to buy the product. Ads, direct sales, points of sale and promotions, Promotional strategies include.

#### Customer Loyalty:

Customer loyalty is an indicator of a customer's commitment to a company or brand recognition. It is the consequence of customer loyalty, positive customer experience and the importance of the products or services obtained by a customer from the company.

#### Good-Will:

Goodwill is a subjective commodity correlated with one company's purchase. Goodwill is specifically a share of the sale price that is greater than the amount of the overall net fair value of all acquired assets and presumed liabilities in the process. Some explanations for goodwill exist include the importance of a brand name, strong customer-ship, good client relationships, good employee relations and good technology.

#### Customer satisfaction:

The satisfaction of customers tests the efficiency of an organization's overall output according to the requirements of the consumer. The satisfaction of the consumer depends on how well the product performs relative to the expectations of the buyer. When the product is less than anticipated, the consumer is disappointed. The customer is happy if output corresponds to expectations. The customer is extremely happy and pleased, if the result exceeds expectations. When not, enough attention is paid to customer satisfaction, most businesses make a significant mistake.

#### **Area of Research:**

Retail marketing and customer satisfaction

How the customers satisfy in the retail market and what are the possibilities to retain the customer with loyalty.

**Objectives:**

1. Identify retail industry factors that influence customer satisfaction
2. Identifying the relation between customer satisfaction and the good will
3. Identify the relation between retail and satisfaction of customers

**2. Review of Status of Research and Development in the subject**

(Petr Schanek, 2018) Customer satisfaction has a very strong influence on the competitiveness of the product and, therefore, on the company, so it is also necessary to examine customer satisfaction within the context of competitiveness. “Customer satisfaction with a company’s products or services is often seen as the key to a company’s success and long-term competitiveness

(L Theresia, 2017). Customers will be more satisfied with the high service quality. So the satisfaction of customers depends on the expectation of the customer about the service quality and perception of the customers about the service quality

(Gilbert A. Churchill,1999) Conceptually, satisfaction is an outcome of purchase and use resulting from the buyer's comparison of the rewards and costs of the purchase in relation to the anticipated consequences. Operationally, satisfaction is similar to attitude in that it can be assessed as the sum of the satisfactions with the various attributes of the product or service.

**2.1 International Status:** Nil

**2.2 National Status:** Nil

**3. Progress/ Achievement so far,**

- a) Reference papers was collected.
- b) Literature survey was studied.

Proposal work has been started in Customer satisfaction

#### 4. Work plan:

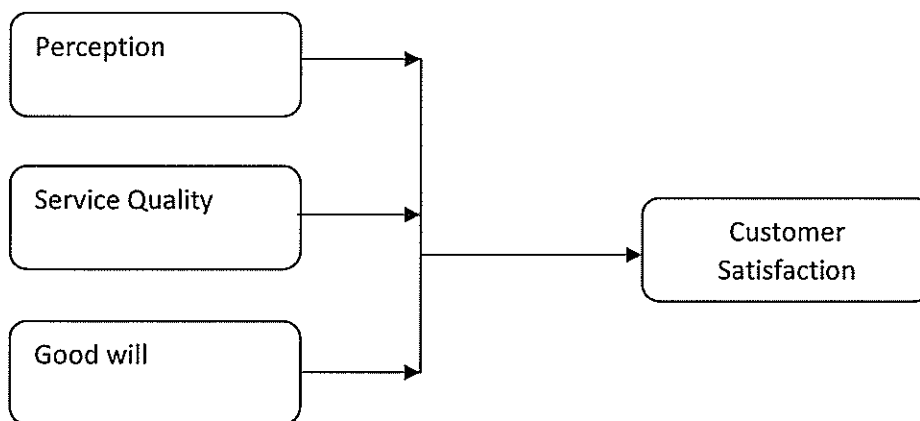
##### 4.1 Methodology:

This analysis is carried out to establish the essence of the problem and to allow the researcher to understand the problem more clearly. Research in exploration is versatile and offers the foundation for future research. The researcher is required to examine various sources such as published secondary data, survey data, research findings, and opinions of companies, products, or services.

The study is based on Exploratory Research and primary data collected through Structured Questionnaire to collect the data. The quality of the collected data directly determines the quality of the study. Various methods can be implemented during primary data collection like online through Google forms and offline through papers I collected data.

Secondary Data gathered from various sources like referred journals, articles, and internet sources.

##### Block Diagram:



##### Sampling Method:

Convenience sampling from Non-Probability method used in this study to collect the respondents into this study and 250 data were collected based on the said sampling methods.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.916	.916	28

## **4.2 Time Schedule of Activities.**

Work is phased as below:

Identification of the problem.

Analysis of the organizational context for finding a solution to the problem.

Allocation of resources for the purpose in terms of time and finances.

A detailed plan of implementation.

Follow up

## **4.3 Expected Outcome within the Time period**

### **Findings:**

To identify the association between good will and customer satisfaction, which seems the good will is one the factor which makes customer to satisfy

To identify the relationship between customer satisfaction and variables like service quality, good will, perception. Which all have connectivity for the customer satisfaction.

To identify the retail factor, influence, and impact with customer satisfaction

The foundation for any firm to function and profit, including retail sector, is customer satisfaction. Level of confidence and service provides customer loyalty that this study examined. In order to satisfy all its requirements, each retail organization can undertake client satisfaction surveys. The purpose of this analysis was to find out what impacts the retail sector on the satisfaction of its customers. The implications of all this are in support of the Retail Industry and the happiness of its customers. Based on the theory of customer loyalty, quality of service, and customer satisfaction, basic service is understandable. Loyalty in this sector plays a major role. Due to the confidence customers want to go and purchase goods, until they have brought some products and they meet the buyer's expectations. The delivery of the goods and retail satisfies the consumer. The second aspect that impacts the consumer is competitive pricing and service quality, when spending at Store, they are excited about the standard of the service that the price is lower than others.

### **Suggestion:**

Online shopping experience offers opportunities to make successful sales into that consideration, in retail we cannot say that systems and structure were not common and effective in all places and that brings many complaints from customer's, so the auto inspection is the best way to avoid the line of complaints. The indirect buyers may be happy for children, as a way of preventing disappointment.

**5. Suggested Plan of action stating the name of funding agency where the project will be communicated for financial support within the time period of project.**

NIL

**6. Bibliography:**

- L Theresia, 2017 “Service quality that improves customer satisfaction in a university: a case study in Institut Teknologi Indonesia”, IOP Conf. Series: Materials Science and Engineering 277 (2017) 012059 doi:10.1088/1757-899X/277/1/012059.
- Petr Suchánek & Maria Králová, 2018 “Customer satisfaction, loyalty, knowledge and competitiveness in the food industry”, ECONOMIC RESEARCH-EKONOMSKA ISTRA\_ZIVANJA2019, VOL. 32, NO. 1, 1237–1255
- Gilbert A. Churchill,1999, “An Investigation into the Determinants of Customer Satisfaction”, <https://doi.org/10.1177/002224378201900410>

**7. List of Projects submitted/implemented by the Investigators (Separate for Pi and Co-PI)**

Nil

**7.1 Details of Projects submitted to various funding agencies:**

S.No	Title	Cost in Lakhs	Month of Submission	Role of PI/Co - PI	Agency	Status
	NA	NA	NA	NA	NA	NA

**7.2 Details of Projects under implementation**

S.No	Title	Cost in Lakhs	Duration	Role of PI/Co - PI	Agency
	NA	NA	NA	NA	NA

### 7.3 Details of Projects completed during the last 5 years

S. No	Title	Cost in Lakhs	Duration	Role of PI/Co - PI	Agency
	NA	NA	NA	NA	NA

### 8. List of publications published by the investigators, if any:

#### Publication details of PI

S.No	Title of the Paper	Name of the Journal	Year of Publication	Specify Scopus indexed/Web of science/UGC listed journals
1	Retention of Customer loyalty- Assessment of factors leading to Mobile number portability	International Journal of Economic Research	2017	Scopus
2	An Empirical study on Students Perception towards their Institute in Chennai.	International Journal of Management	2018	UGC
3	A conceptual Review: Relationship between HRM and TQM in organization performance	International Journal of Management	2017	UGC

### Publication details of CO PI

S. No	Title of the Paper	Name of the Journal	Vol. No, Page Nos.	Year of Publication	Impact Factor	Specify Scopus indexed/Web of science/UGC listed journals
1	Research on strategic transformation of marketing organic and herbal products with respect to Chennai city	Indian Journal of Public Health Research and Development		2019	0.06	Scopus Indexed
2	Consequences towards E-pharmacy and its validated growth firms on herbal and organic products	Indian Journal of Public Health Research and Development		2019	0.06	Scopus Indexed
3	Production and marketing of coffee crops with special reference to coffee plantations in Dindigul district	International Journal of Recent Technology and Engineering		2019	6.02	Scopus Indexed
4	Examination on maintenance the board in coca-cola company	International Journal of Recent Technology and Engineering		2019	6.02	Scopus Indexed
5	Perception about unit linked insurance plan from the customer at Kotak Mahindra Bank	International Journal of Recent Technology and Engineering		2019	6.02	Scopus Indexed

## 9. BUDGET

S.No.	Item	Estimated Expenditure
i)	Hiring Charges - Sample Analysis - Stenographic Services for Questionnaire/ Schedule preparation - Photo copying charges - Skilled / Unskilled field worker (including payment to field workers/data collection personnel) - Consultancy fees	25,000
ii)	Travel & Field work	10,000
iii)	Contingency	10,000
iv)	Books & Journals	10,000
v)	Equipment - Desktop PC with preloaded OS - Printer cum photocopier (LaserJet)	10,000
vi)	Organizing/Attending/Presenting a Conference or Seminar or Symposium	10,000
vii)	Publication of Proceedings as an edited book through a reputed publisher	10,000
viii)	University Overhead Charges	15,000
	<b>Total</b>	<b>1,00,000</b>

## 10. Name of at least two subject experts from the Institute and one from the outside Institute with their contact details:

a) Ms. Magdelene Peter – Assistant Professor, Department of Management Studies, Bharath Institute of Higher Education and Research, Chennai – 73.

Mobile: 9940655183. Email: [Magdalene.mba@bharathuniv.ac.in](mailto:Magdalene.mba@bharathuniv.ac.in)

b) Mr. GowthamAashirwad Kumar, Assistant Professor, Department of Management Studies, Bharath Institute of Higher Education and Research, Chennai – 600073. Mobile: 9003234971.

Email: [kgowthamaashirwad123.mba@bharathuniv.ac.in](mailto:kgowthamaashirwad123.mba@bharathuniv.ac.in)

c) Dr. Krithika, Assistant Professor, School of Engineering, Saveetha University, Chennai. Mobile: 9840971469. Email: [krithidhan30@gmail.com](mailto:krithidhan30@gmail.com)

## CERTIFICATE FROM THE INVESTIGATOR

**PROJECT Title: Retail marketing- components impact customer satisfaction in Chennai**

**Name(s) of the PI's and Co-PI's:** PI: Mr. Shree Balaji K

CO PI: Dr S Praveen Kumar

1. I/We agree to abide by the terms and conditions of the grant.
2. I/We did not submit this or a similar project proposal elsewhere for financial support.
3. I/we have explored and ensured that equipment and basic facilities will be available as and when required for the purpose of the project. I/We shall not request financial support under this project for procedure for procurement of these items.
4. I/We undertake that spare time on permanent equipment and will be made available to other Researchers/ users.
5. I/We undertake to submit progress reports, Statement of Expenditure (SE)/ accounts, Utilisation Certificates (UC) etc covering upto till completion of the project as prescribed by.

Date: 23/12/2019

Place: Chennai



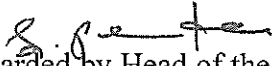
Signature of PI/PI's

Date: 23/12/2019

Place: Chennai



Signature of Co-PI's



Forwarded by Head of the Department



Signature of the Head

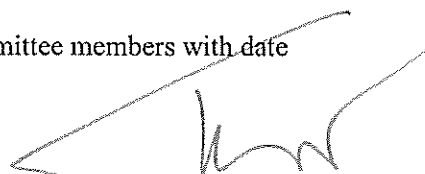
**PROJECT EVALUATION FORMAT**

**Recommendation Sheet**

Name of the Principal Investigator:	Mr. Shree Balaji K
Name of the Co-Investigator:	Dr S Praveen Kumar
Name of the Department:	MBA
Title of project:	: <b><u>Retail marketing- components impact customer satisfaction in Chennai</u></b>
Recommendation of the evaluation Committee:	- Recommended -
Financial allocation recommended:	Rs. 1,00,000 -

S.No.	Item	Estimated Expenditure
i)	Hiring Charges - Sample Analysis - Stenographic Services for Questionnaire/ Schedule preparation - Photocopying charges - Skilled / Unskilled field worker (including payment to field workers/data collection personnel) - Consultancy fees	25,000
ii)	Travel & Field work	10,000
iii)	Contingency	10,000
iv)	Books & Journals	10,000
v)	Equipment - Desktop PC with preloaded OS - Printer cum photocopier (LaserJet)	10,000
vi)	Organizing/Attending/Presenting a Conference or Seminar or Symposium	10,000
vii)	Publication of Proceedings as an edited book through a reputed publisher	10,000
viii)	University Overhead Charges	15,000
	<b>Total</b>	<b>1,00,000</b>

Name and Signature of the Research Advisory Committee members with date

  
 (Dr. P. N. Chandhan)  
