**Srinivas University**

**Mangalore ‐ India**

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**Atomic Research Centre (ARC)**

**Centre for Retail Management Studies**



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**Institution of Management & Commerce**

**1. Purpose of ARC:**  This research Center is initiated for the purpose of studying various aspects of the retail industry. Retail in general is competitive and is facing an onslaught attack by the online retail enterprises, therefore most of the Retail enterprises are moving towards on line business. This Automic Researrch Centre is to study changes happening in the retail industry as well as changes in the stock patterns in thee outlets. It also covers studies pertaining to retail consumer behavior. Consumers too check products offline and buy on line. This has created an impact in various product lines, shoes, foot-ware, pharma, clothing and many more. This study will help save the existing retailers to protect themselves and their business in general. Statistical studies in terms of the choices that people look for, options that are available for both men and women as well as few behavioural studies would be conducted in this centre

**2. Objective of ARC :** The objective of this research centre would be to enhance the existing business in the arenas of retail be it banking, insurance, hospitality, courier organizations, pharma, clothing and many more.

(1) To study the retail rental aspects and their viability for any given class of business

(2) To measure the footfalls to certain retail outlets during seasons and non seasons

(3) To quantify the perception of people with regard to green products; given a choice

(4) To calculate potential of furniture products and instore purchase behavior

(5) To analyze things that can make a difference to retail outlets in creating new jobs

The above objectives are planned for making studies in the retail outlets primarily in the district of Dakshina Kannada and Udupi. The study would help people to make things better and generate new business opportunities and expand the employment feasibility.

**3. Description on Proposed Research :** Research proposal is intended to peruse research in the field of Retail and the proposal is: An Analytical Study on In-store family Perception and buying behaviour toward furniture in a multiproduct outlet in Mangalore Conglomerate. In-store ambiance is most critical for making a final buy. Hence customers needs to go with the flow to understand product display, product choice, product schemes and product options that go with the combination offers as a push strategy. Most of the retailers need to coordinate with vendors that supply multiple products as per the needs, season and new product advancement.

Research Methodology that is followed is by using the statistical tools like: Conjoint analysis, cluster analysis, factor analysis, multidimensional scaling and Net promoter Score. The statistical tools would be deployed after duly considering and collected the data by doing a primary data collections through questionnaires and secondary data through trade bodies as well as published data from journals and magazines.

The research methodology also would comprise of videos that are shot at retail outlets and panel discussions done via digital platforms like, Google meet, Zoom or Teachmint. The entire panel discussions would be collected collated and recorded digitally for a qualitative analysis of feelings, thinking, opinions of people and their body language.

**4. Expected Outcome:** The outcomes are to understand how customers feel about products and its changes or variations or modifications. Modifications in terms of new versions and new features that go in to formation of a new product; New product dimension is all about making things faster and better. Products need to be user friendly and they need to have things in place for acceptance in all the segments of the market. The outcomes should be measurable and should help retailers to create new business opening to enhance their business growth. The outcomes expected are as follows:

The study should result in knowing the rental issues, business issues, customer issues and vendor issues. The expected outcomes are to be used for the betterment of the retail outlets. Most of the retail branding, be it their board, logo and the name itself is an issue. These are to be taken account on a regular basis for a better view; that captures, absolute threshold as well as creates a minimal differential threshold in the minds of the customers. Hoarding and branding is essential for creating drive inns’ in to the retail outlet. Retail outlets have made a dent in the business of hawkers, pavement sellers and direct marketing sales men and women.

**5. List of the Team Members :** The following members are part of the Research Centre who would be contributing accordingly to the research. Research team makes a difference in terms of making things happen that could be used by the Industry and academicians.

(1) Prof. Venkatesh S Amin- Faculty Member IMC, Marketing Management

(2) Dr. Anil Kumar- Registrar, Srinivas University

(3) Prof. Sagar Srinivas- Faculty Member IMC,Marketing Management

**6. List of Working Papers :**

(1) Green aspects while buying furniture; do customers feel while buying- A comprehensive study.

(2) An Analytical study of Schemes that are seasonal and periodical in nature

(3) An in-depth study of various vendors and their products acceptability by the off line retailers

(4) Observational studies of the pricing factors undertaken in FMCG product manufacturers.

(5) A study on how customers feel in terms of the environmental impact due to their purchase of furniture

(6) Analytical analysis on what are the seasonal impacts of buying furniture during the year based on festivals, traditions and culture of the specific clusters of customers.

(7) Study of customization, offers and the payment methods that are currently followed by the younger generation while buying furniture and interiors.

(8) Impact of visual merchandising in a store sales causing changes in perception; creating revisit

(9) Digital Marketing a great blessing in whole gamut of marketing, complementing both on Virtual and traditional

(10) Can visual merchandising and atmospherics create a compelling impact to buy: A study

**7. List of related Published Papers in Journals, Proceedings, Book Chapters, Magazines by Coordinator &his/her Group year wise in APA format.**

(1) National conference on Resiliance, innovation and reinvention: Coping with Turbulent Times June2021, Organised by Srinivas Institute of Management Studies, Pandeshwar, Mangaluru. Paper Title: An empirical assessment for building a prosperous retail outlet in Mangalore ISBN: 978-81-949961-1-8

(2) Amin, V. S., & Kumar, A. (2022). Case Study of VK Sofa Makers Customization Process. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, *6*(1), 202-222.

(3) Amin, V. S., & Kumar, A. (2022). In-store Customer Perception towards Furniture in a Multi-product outlet–A Synthesis of Literature Review and Research Agenda. *International Journal of Management, Technology and Social Sciences (IJMTS)*, *7*(1), 279-305.

(4) Amin, V. S., & Kumar, A. (2022). Case Study of Furniture Manufacturing Companies. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, *6*(1), 158-176.

(5) National Conference on Emerging Trends In Post Covid Scenario In Management, IT, Social Sciences and Education MANEGMA 2022 22/08/2022, Organized by Srinivas Institute of Management Studies, Pandeshwar, mangaluru, Paper Title: Customer perception post; the pandemic towards the purchase of furniture and interior product. ISBN No.: 978-93-94676-02-2

(6) Sagar Srinivas, Yogita, Vishal (2022). *National Virtual Conference on “Recovery strategies of Aviation Hospitality and Tourism Industry post Covid 19”- Avicon*- *2022*: ISBN No: 978-81-944670-4-5, Paper Title: Challenges in logistics operations in organized retailing: A study on Big Bazar. Doi: https://doi.org/10.5281/zenodo.6968903

**Venkatesh S Amin**

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