

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Infliinet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 7144 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p><b>A DETAILED STUDY ON THE VARIOUS FACTORS THAT MAKE THE DIFFERENTIATION IN THE SALES PROMOTION PRACTICES AND CRM ACTIVITIES AT SELECT RETAIL OUTLETS IN MYSORE CITY</b></p> <p><i>Dr. M. S. YATHISH CHANDRA &amp; AASHISH.C.I</i></p>	1
2.	<p><b>A CASE STUDY OF PERFORMANCE APPRAISAL SYSTEM IN PUBLIC SECTOR AND PRIVATE SECTOR BANKS AT UTTARAKHAND</b></p> <p><i>SNEHA DOHARE &amp; Dr. NIRDESH KUMAR SINGH</i></p>	5
3.	<p><b>IMPACT OF COVID-19 ON RETURNS OF LARGE, MID AND SMALL CAP STOCK INDICES OF NATIONAL STOCK EXCHANGE</b></p> <p><i>THANGUDU VARUN RAJ</i></p>	9
4.	<p><b>A CASE STUDY ON CANARA BANK</b></p> <p><i>SHRUSTI MULGUND</i></p>	15
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	20

**FOUNDER PATRON**

**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
Former Vice-President, Dadri Education Society, Charkhi Dadri  
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR**

**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**ADVISOR**

**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR**

**Dr. NAWAB ALI KHAN**

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

**CO-EDITOR**

**Dr. G. BRINDHA**

Professor & Head, Dr.M.G.R. Educational & Research Institute (Deemed to be University), Chennai

**EDITORIAL ADVISORY BOARD**

**Dr. SIKANDER KUMAR**

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

**Dr. A SAJEEVAN RAO**

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

**Dr. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

**Dr. M. S. SENAM RAJU**

Professor, School of Management Studies, I.G.N.O.U., New Delhi

**Dr. KAUP MOHAMED**

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

**Dr. D. S. CHAUBEY**

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

**Dr. ARAMIDE OLUFEMI KUNLE**

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

**Dr. SYED TABASSUM SULTANA**

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

**Dr. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

**Dr. NEPOMUCENO TIU**

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

**Dr. BOYINA RUPINI**

Director, School of ITS, Indira Gandhi National Open University, New Delhi

**Dr. FERIT ÖLÇER**

Professor &amp; Head of Division of Management &amp; Organization, Department of Business Administration, Faculty of Economics &amp; Business Administration Sciences, Mustafa Kemal University, Turkey

**Dr. SANJIV MITTAL**

Professor &amp; Dean, University School of Management Studies, GGS Indraprastha University, Delhi

**Dr. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engg. &amp; Tech., Amity University, Noida

**Dr. KEVIN LOW LOCK TENG**

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

**Dr. OKAN VELI ŞAFAKLI**

Professor &amp; Dean, European University of Lefke, Lefke, Cyprus

**Dr. V. SELVAM**

Associate Professor, SSL, VIT University, Vellore

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**Dr. N. SUNDARAM**

Associate Professor, VIT University, Vellore

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**RODRECK CHIRAU**

Associate Professor, Botho University, Francistown, Botswana

**Dr. PARDEEP AHLWAT**

Associate Professor, Institute of Management Studies &amp; Research, Maharshi Dayanand University, Rohtak

**Dr. DEEPANJANA VARSHNEY**

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

**Dr. BIEMBA MALITI**

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

**Dr. SHIKHA GUPTA**

Associate Professor, Lingaya's Lalita Devi Institute of Management &amp; Sciences, New Delhi

**Dr. KIARASH JAHANPOUR**

Dean of Technology Management Faculty, Farabi Institute of Higher Education, Karaj, Alborz, I.R. Iran

**Dr. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**Dr. TITUS AMODU UMORU**

Professor, Kwara State University, Kwara State, Nigeria

**Dr. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. JASVEEN KAUR**

Head of the Department/Chairperson, University Business School, Guru Nanak Dev University, Amritsar

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**FORMER TECHNICAL ADVISOR**

**AMITA**

**FINANCIAL ADVISORS**

**DICKEN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS**

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT**

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF** \_\_\_\_\_

**(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

**NAME OF CORRESPONDING AUTHOR** :

Designation/Post\* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
  - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
  6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

***THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:*****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



## A DETAILED STUDY ON THE VARIOUS FACTORS THAT MAKE THE DIFFERENTIATION IN THE SALES PROMOTION PRACTICES AND CRM ACTIVITIES AT SELECT RETAIL OUTLETS IN MYSORE CITY

**Dr. M. S. YATHISH CHANDRA**  
**ASSOCIATE PROFESSOR**  
**DEPARTMENT OF MBA**  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY (REGIONAL CENTER)**  
**MYSURU**

**AASHISH.C.I**  
**RESEARCH SCHOLAR**  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY (REGIONAL CENTER)**  
**MYSURU**

### ABSTRACT

*The promotion of economic activities offered by business to its clients in services marketing has become important in the recent times. Service marketing include the process of selling telecommunications, health treatments, financial, hospitality, car rental, air travel, haircut, counseling by lawyers and professional services. If we take any of the areas mentioned or otherwise, there will be services factor included in this. Some long years back, the service sales promotional factors were only found more evidently in the industrial goods than fast moving consumer goods or perishable items. A few decades back of what customer relationship management used to be for the high involvement products & that which has a low brand differentiation, has now started emerging even in the convenience goods & eatables. The growth in the competition & the technology improvisation has given rise to the demand in the sales promotional factors in more or less for every industry today. The differentiation was a part of the marketing before & also in the present context. But in the present marketing strategy, the organizations have to rely mostly in the way they offer services and sales promotional practices of their products in short & at large to the customers. As one of the popular saying goes "history repeats"- the companies have to sustain the present competition with sales promotional differentiation. The fact that the technology improvement goes hand-in-hand with service aspect is evidently seen in the recent time because of fast changing requirement of customer's expectation and awareness.*

### KEYWORDS

competitive advantage, customer relationship management e-service, Sales Promotion.

### JEL CODES

M30, M31.

### INTRODUCTION

The historical perspective in the late-eighties and early-nineties, focused on creation and possession of wealth. Classical marketing executive's contended that goods were objects of value over which ownership rights could be established and exchanged the technology product and create awareness. Ownership implied tangible possession of an object that had been acquired through purchase, barter or gift from the producer or previous owner and was legally identifiable as the property of the current owner. This barter exchange very slowly started with intangible things adding to the product. Services marketing according to "American Marketing Management" is defined as the process of conceptualization of ideas goods & services which create exchange & that satisfy the individual & the organizational goals. India from the larger perspective has been fast changing & an ever growing market or economy. The features that the Indian market is concentrating more are the people, process & the physical evidence which are a very important factor for the success of the organization. The only reason being the ever changing requirement of e-services of retail outlets amongst the customer's requirement & a cut-throat competition. The business at large and more so the marketing activities start with the product, price, place & promotion. These are called the 4 P's or the marketing mix. It is evidently seen that these 4 P's are good for the tangible products but the service sector requires professionalism in terms of the kind of training given to the people (employees), process (fastness) & the physical evidence (brochure), the main reason being the intangibility characteristics in services industry in the initial stages of creating awareness and acceptance in marketing, the organization used to give advertisement & in today's world, no doubt that it is one of the major successful formula, but this might just not be sufficient to have competitive advantage but what is even more required is the. Therefore, the companies would have to concentrate on the kind of training that it imparts to the employees, the fastness in work that it has due to the research conducted and technology so as to show the people with brochure as physical evidence. But for all such requirements, the employees should be benefitted both on the basis of monetary and non-monetary benefits. The other 3 P's actually become important for the competition. As such understanding the minds of the customer is difficult because, customer's mind is a black box, cannot find out what's running in the minds of the customers as such. Therefore, it is said in services marketing especially the retail sector, that "instead of being a part of the problem, it is better to be a part of the solution". You should always make the first conversation comfortable so that half the battle is actually won in the beginning. The atmosphere in the retail outlet should be comfortable and it should create an atmosphere for the employees to work and help them motivate. Some of the examples are the hospital industry, the hotel industry, insurance sector, manufacturing sector etc., Customer's requirement mainly depends on the literacy level, either from the previous usage & looking for further improvement or from the technology itself. Services have become a part and parcel of every day's ever changing demand and challenge for the organization. Out of the three 3P's one of the angles is that the understanding of the employees towards the job and the job satisfaction is also equally important. The categories mainly depend on the brand differentiation or the involvement. It is like a high involvement product with low differentiation requires the expertise of the company's personnel sensitizing the nuances of its working. The significance of this is so much, without which many of the features in the service sector might not be utilized. Some of the points mentioned as factors are so very important that it never takes the significance due to the characteristic of intangibility. Services are intangible and the commitment of the employees is so important it can reduce the turnover the employees. Often time-based, performances bring about desired results to recipients, objects, or other assets for which purchasers have responsibility and mostly the educated customers. In exchange for money, time, and effort, service customers expect value from access to goods, labor, professional skills, facilities, networks, and systems; but they do not normally take ownership of any of the physical elements involved. This also calls for the developing of interpersonal skills and not only requires training but also re-training and post training intervention of the executives towards the employees. Even though the quality of the services cannot be defined or measured, an attempt should be made to ensure that a tracing of a good and service is provided. The inclusion of information technology in most of the retail outlets has given rise to a quick response, which is important for the customer service. At the same time, there should be a balance between how much of money is being spent on it and also the returns of investment in the current scenario is heading towards cashless transaction, either in the form of straight away the virtual money or it can also be in the form of customer loyalty. Marketing should look towards more of multiplication rather than addition. Even though addition of customers is important in the beginning, attracting the customers through service multiplies. Especially it looks to be evident in the retail industry that information flow that would help the promotional activities is an important element of e-services. That in the present context due to introduction of

the electronic and internet technology has created the awareness along with desire to an extent that the customers have started to find those technologies to be of a great advantage concerned with the time factor. The business has increased in the form of online orders which has given a thrust to the retailers in the form of preference of services which would make the service providers accessibility far easier, the form of rendering the services which is essentially the vital role of the retailers, is generally not found in unorganized retail sector, which they consider it to be a part of service providing. By taking up these kinds of activities, not only the sales promotional activities get included but also the inclusion of customer relationship management.

**LITERATURE REVIEW**

1. The author studies and evaluates relationship between attitudes towards monetary and non – monetary incentives with employee motivation at individual level. This study suggests the alternate methods to enhance the effectiveness of traditional incentive schemes. (Nandanwar M.V., Surnis S.V., Nandanwar (L.M. Year: 2010)
2. There are few retail sectors where the atmosphere has a major factor for the motivation of employees i.e. employees would just want friendly co-workers and helpful management team. The incentives and salary plays a slightly lower role in such places (Russia, Europe). (Author: Patricia, Huddleston, Year: 2006).
3. This paper studies the understanding of employees towards their job satisfaction. The result is said to say that interesting work and good pay are key to higher employee motivation. (Author: James R. Lindner, Year: 2000)
4. Porter, L. W., Steers, R. M., Mowday, R. T., & Boulian, P. V. (1974). Organizational commitment, job satisfaction, and turnover among psychiatric technicians. *Journal of applied psychology*, 59(5), 603.
5. Gist, M. E., Stevens, C. K., & Bavetta, A. G. (1991). Effects of self-efficacy and post-training intervention on the acquisition and maintenance of complex interpersonal skills. *Personnel psychology*, 44(4), 837-861.

**NEED FOR THE STUDY**

The importance of this service marketing is because, in the present context of the marketing competitions, the uniqueness of their practices and process has become more evident so that this differentiation could attract the customers to go to the retail outlets in which they would feel comfortable. As the research gap is to make sure that the present process and its working is on the basis of internet technology which is being put to test in the recent time and more than that in the present outbreak of the pandemic situation, the online ordering of the items and goods have increased multiple folds. At least previously, the display in the retail outlets used to attract the customers, but in the present situation, the display has to be done only to show as a physical evidence to the customers. Therefore, the fact that the differentiation in the situation that is prevalent should be considered for the study and hence the analysis so got should give that competitive edge to the retailers.

**OBJECTIVES**

1. To evaluate the quality service factor and price in organized retail sector at Mysuru city.
2. To assess the demographic factor and consumer behavior in organized retail outlets at Mysuru city.

**HYPOTHESIS**

There is no significant difference between quality service and the price.

**RESEARCH METHODOLOGY**

The focus of the research is to expand the knowledge on the current issues through the collection of data which is done on the basis of primary collection. Descriptive study describes the behavior of the sample population and therefore the data collection is done at only few select retail outlets of Mysore city. The variable that is taken for the study is the quality service and the other being the price. A structured questionnaire was prepared and with a defined sample size, it was distributed and the filled questionnaire was recorded in the excel sheet for further process and analysis.

**RESULT AND DISCUSSIONS**

According to the survey conducted, there can be many factors that are considered to find the satisfaction of the customers to those particular retail outlets, starting from parking of the vehicle to the quantity. Typically, two factors namely the quality service & the price in a small retail outlets located at Mysore is taken for the study & the inference is as follows:

X represents number of people acknowledging for quantity & Y represents price branded commodities in rupees. The data so collected is through questionnaire distributed to the customers in Mysore Karnataka. The same is depicted in the form of a tabular column.

**TABLE 1**

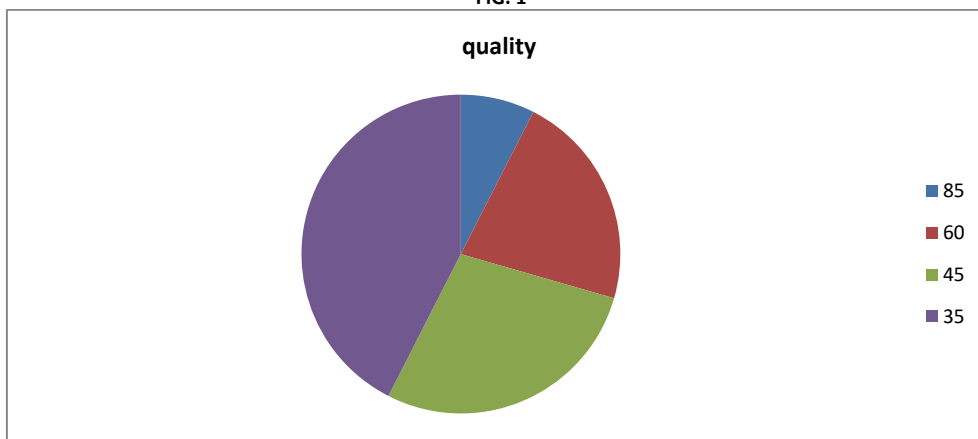
X Value	Y Value	X*Y	X*X	Y*Y
15	85	1275	225	7225
44	60	2640	936	3600
56	45	2520	3136	2025
85	35	2975	7225	1225
200	225	9410	12522	84075

Now, Substitute in the above formula given.

$$\begin{aligned} \text{Correlation}(r) &= \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}} \\ &= \frac{(4)*(9410)-(200)*(225)}{\sqrt{[(4)*(12522)-(200)^2]*[(4)*(84075)-(225)^2]}} \\ &= \frac{(37640 - 45000)}{\sqrt{[50088 - 40000]*[336300 - 50625]}} \\ &= \frac{-7360}{\sqrt{10088*285675}} \\ &= -.134 \end{aligned}$$

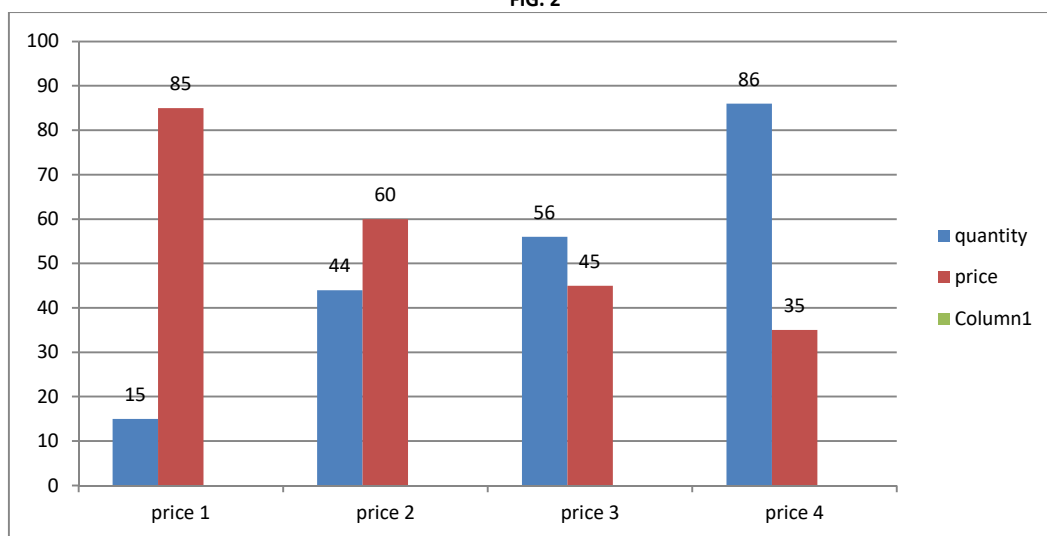
The number above signifies that the quality & price does not have a strong correlation. Further it is that the permutations & combinations of quantity & price would take a deeper study, in the sense that few of the possibilities are one being customers in Mysore are looking at same quantity but may be at a lesser price or another possibility is that, they may be ready to pay little higher but require a much better quality. The negative correlation in the calculation is a far stronger evidence for the same.

FIG. 1



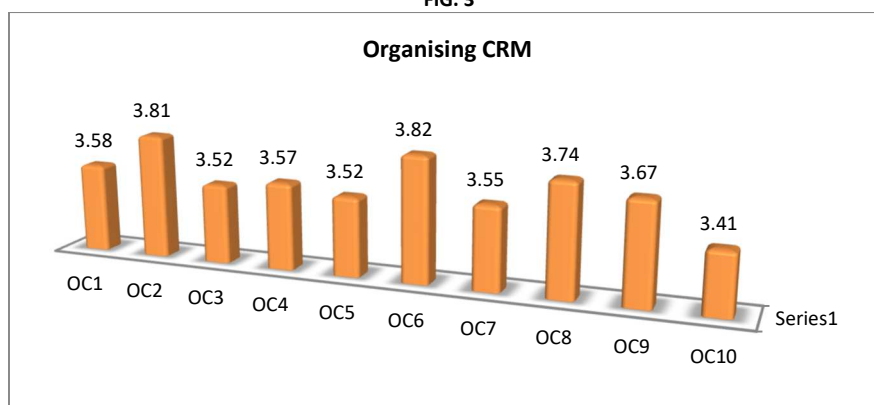
The same table is shown in the form of a pie chart. As seen in the pie chart, knowledge of the quality of commodities is known to 85% of the population as such. The survey also tells that the other extreme of 15% are not that quality conscious. This is to infer that the entry of the branded products and in particular to the retail outlets have made a difference in the buying pattern and also made an impact in the minds of the people about the brand conscious.

FIG. 2



According to the above Fig., the demographical characteristics are no different from that of the normal consumer behavior. As the price of the commodity increases, immaterial of the quality of goods, the number of customers & the retail outlet preference is definitely selective. If we look at the last histogram, as the price reduced, the number of customer's increase. But as all ways, the quality of the retailers is always questionable even though. As such, in any goods related industry, it is very difficult to measure the justification of the quality of services & for the kind of price that is being paid. If we go little deeper into the subject of retailing, the quality of goods is measured in terms of profitability that is available made through the use of technology. But it is difficult to measure the sales volume. One other factor is that the price of perishable items fluctuates every day which the retailers also depend on the demand in the current scenario & the same cannot be changed in the items of display, so frequently. All that may differ mostly likely is that of the quantity of the food but even that also cannot be changed to such an extent, that it is noticeable. Having an understanding of its inventory, because vegetables being the perishable item, maintaining the consistency is far more a challenging task and many questions turned unanswered. That may be the reason for the graph showing its concentration of quantity and quality at the middle giving indications that, it is value for money. At the same time the correlation analysis shows that a negative relationship between quantity of food to price, meaning the two extremities of price being too high or price being low are not acceptable by the local customers. Elsewhere, the market responses might be different with the graphical structure and behavior also. Therefore, customers here are not looking at quantity & price as a factor for their responses. In any case the service industry as such is quite lucrative and customers might probably be looking for some other factors. These are the indication of the change in the preference of the customers & the industry or the individual's business houses should react, so does the likes and preferences. Few more cases for support the sales promotional activities and their Customer relationship management activities taken are depending on the local factors and little degree of freedom for adaptability.

FIG. 3



The above Fig. represents Organising CRM as one among the performance dimension of CRM. From the Fig. it is found that the variables like Chats and e-mail to keep customers record on real time, integration is social medias like Facebook, Instagram, regular updates on Marketing campaign activities, easy access of executives on system upgrades determine managing knowledge among the retailers. This graph is the output of the customer relationship management showing the mean of the population who have knowledge about the sales promotional activities taken up by the retailers, though it does not reflect straight on the customer relationship management, it definitely has a direction showing the development towards CRM. As such sales promotion is done keeping in mind the coming back of the customers to the same retail outlets. Ultimately every organization looks at making sales volume as their priority and thereby the profitability.

### FINDINGS

1. It is found that customers are becoming more conscious than before on the basis of the quality and the price they are paying for the services, though it is slightly higher for the quality services
2. Presently, customers are looking for better and more variety of product and product lines with the retailers and their preference on these variety products have increased substantially.
3. It is still found that the customers are cautious about the price factor and they don't like to spend much on the premium products, it might be because of the tier-II city socio-cultural background.
4. The promotional activities and the point of purchase display though not significant in a place like Mysore, an attempt is made by the retailers to keep the articles which would look attractive.

### RECOMMENDATIONS/ SUGGESTIONS

1. The differentiation that is made in the sales promotion can be enhanced to a much better and newer methods that suits the present generations preference like a sudden announcement of discount sales in a particular duration of time
2. The significance of the cultural/ festival projections at the entrance of the retail outlets and their promotional activities for that particular festive, will ensure the sales of certain goods in those seasons.
3. More of online-line promotional activities should be taken for both the display of the products and also the order processing's, so that customers who are unable to visit the retail outlets are also aware of the availability of those variety of products
4. The frequency of these redeemable coupons can be increased in its promotions so that the customers visit to the outlets will also be frequent and thereby will enhance the sales of the products which would instill the impulsive buying behavior also.

### CONCLUSION

The increase in the professionalism and a good education in almost every sector & especially the service sector has become so competitive, that unless otherwise, these features are added to the core working pattern, the success of the company will be at stake. The pattern of service emerging from this industry is in transition phase & will take some concrete shape in the days to come. Some of the organizations like the café coffee day has trained employees to treat the customers with salutation in the beginning because the punch line of CCD itself is "lot can happen over a cup of coffee", this is one such instance where, the important meeting of business people takes place & thereby the channelizing of the same customers coming back to the shop also increases. In turn this helps in developing customer relationship management (CRM). In today's perspective, the companies are fighting hard to develop the loyalty of customers. At this point in time, it becomes even more important for the organizations to make the customers feel that "they are the king". By doing so, not only the loyalty increases but also the brand image of the organization also builds up. The indications at least now seem more clear that the service factor simply cannot be neglected but somewhere a thin line has to be draw to ensure that marketing activities & operational factors have balance that is presently required. May be in the initial stages of marketing of what we call it to be the primitive age, the service factors such as installation, maintenance etc. were given less importance. But as and when the times passed, it started becoming clearer that the service factors surfaced more quickly than anticipated. Presently, the services factors have become evident and some of these factors on which the survey conducted showed that pricing as a factor could increase, but a quick serving of food with the right quantity and quality is taking the prime position. All these indications are clearer that the services factors in the near future will give the organization, the required competitive advantage. A faster adoption of these factors will help the companies to sustain for the short defined objectives and never the less the organizations can define the objectives for a long term. At the same time the companies should continue doings its core business with little modifications on the service factor, which is the call for the day.

### LIMITATIONS

The prior studies regarding the sales promotion and the customer relationship management in Mysore city has not been conducted and therefore, not much of the literature reviews were available, and that's the reason, generic reviews related to sales promotion and customer relationship management is considered for the study.

### SCOPE FOR FURTHER RESEARCH

The study extents to the marketing area and as such it explores the study to specific parameters like quality service and price. Again between these two parameters, one of the other areas that get covered is the differentiation. When the competition becomes high, there should be differentiation in every step the organization thinks and that is how the customers distinguish the retailers and in turn makes the business possible so that the retailers are benefitted.

### REFERENCES

1. Philip Kotler (1987) Marketing: An Introduction Marketing Management Marketing Management, Millenium Edition, Tenth Edition, by Philip Kotler Copyright © 2000 by Prentice-Hall, Inc.
2. Ramaswamy, V.S., 2002, Marketing Management, Macmilan India, New Delhi.
3. Kotler P, Armstrong G, 2008, Principles of Marketing, 9th Edition, Prentice Hall, New Delhi.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

