

Retail Management of Grocery Items Based On Price Positioning Across Lower Income Area In Southern Districts In Tamilnadu

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Abstract: *This research project aims to investigate the retail management of grocery items based on price positioning across lower income areas in the southern districts of Tamilnadu. The study will focus on understanding the strategies and practices adopted by retailers in these regions to cater to the specific needs and preferences of the target consumer group. By examining the price positioning techniques employed by retailers, this study aims to provide insights into how retail businesses can effectively serve lower-income customers while maintaining profitability and sustainability. The findings of this research will contribute to the existing knowledge in the field of retail management and offer practical recommendations for retailers operating in similar socio-economic contexts.*

Keywords: retail management

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