

DISSERTATION TITLE EXAMPLE

SUBJECT: BUSINESS STUDIES



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THE RELATIONSHIP BETWEEN MARKET SHARE AND CUSTOMER SATISFACTION IN THE UK SUPERMARKET SECTOR

1. Rationale

This title is interesting as it focuses on the ongoing disruption of the UK supermarket industry by smaller chains. These companies often obtain superior levels of satisfaction to incumbents, despite their lack of scale and resulting lower levels of resources for investment in services (Anderson *et al.*, 2014; BBC, 2018). This is worth studying as it may provide a way for smaller retail businesses to compete for market share on the basis of satisfaction.

2. Structure

- **Introduction:** including background and evidence from the UK supermarket industry.
- **Literature Review:** structured into theoretical and empirical sections.
- **Methods:** including details of the secondary research and data.
- **Results:** including details of the secondary research and data.
- **Discussion:** link findings to the way they answer the research question and how these barriers then fit within the wider evidence base.
- **Conclusion:** recommendations for future study and for UK supermarkets.

3. Methodology

The main research options and methodology would lean towards the collection and analysis of qualitative and quantitative secondary data. This data includes the market share development of UK supermarket chains and their levels of customer satisfaction, as well as qualitative information around customer responses, to be analysed using regression and other statistical analyses. An alternative option would be to collect primary data on customer satisfaction, although this would be challenging due to the large number of supermarkets and customers.

4. Limitations

The main limitations of this title are that it will only be able to focus primarily on the significance and nature of the relationship between the two variables, rather than the specific mechanics and details of how and why it occurs. Specifically, the work may be able to show that there is a relationship between market share and customer satisfaction. However, it may not be able to explain why this occurs, or what it means for business and strategy.

References

Anderson, E., Fornell, C. and Lehmann, D. 1994. 'Customer Satisfaction, Market Share, and Profitability: Findings from Sweden'. *Journal of Marketing*. 58(3): pp. 53-66.

BBC. 2018. 'Aldi tops supermarket satisfaction survey'. *BBC News*. [Online] Available from: <https://www.bbc.co.uk/news/business-43026318> [Accessed 27th February 2020].