

## Determination of Consumers' Acuity on Different Media in Influencing the Popularity of Retail Stores

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**Abstract:** Industries or organisation always will need to understand the relation between the Media and the customers. With the media being a direct marketer of the products to customers, its importance is invincible, and the industries understand it. This prompts the organisation to give more and more advertisement through different media. But the organisation should have at most care in selecting the media in which they need to promote their products. Choosing a wrong media may result in a loss for the company, as the advertisement may end up in not reaching the ultimate customers. Here the organisation should have gone for the pre-research in understanding which area they are about to concentrate on selling their product and which media they can use to reach their target customers. With this in mind, this study takes the retail sector, one of the highest contributing sector of India's GDP and also as the industry still has more scope to understand the customers and their preferred media, in the scene, the media regularly they will look into, that promotes them to purchase the products.

**Keywords:** Retail, Media Influence, Customer preference

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### I. INTRODUCTION

In the economy of India, Retailing has shaped into one among its pillars. It is understood that in India this retailing is contributing around 14 to 15 percent towards the country's GDP. With there is an increase in population and there is a growth in interest of customers towards the retail stores, it is noted that retail store is frequently increasing. Although retailing is said as one of the pillars of the Indian economy, its scope in India is still enormous considering its population and increasing income level of the individual. Sensing this opportunity of the Indian market, retailers are growing in numbers regularly. But it is also to be considered that the increase in retail stores intern triggers the competition of sustainability and reaping success. For this, the mantra should be "grab more customers and retain their consumers". So to attract large customer group, the retailers may follow different technique like advertisement trough media, promotional activities, social events and so on based on the capacity of the particular retail store. But almost all these promotional techniques can be brought to the customers only through certain media. This media plays as a link between the retailers and the customers. But once again the retailers have to be careful with their selection of medium. Only an appropriate media can take the retailers to the doorstep or the visual of customers. This thrusts the retailers to select their media carefully to reach the customers of certain areas and to particular categories of customers. This study helps the retailers in understanding the link between media and the customers of retail stores.

Although there are many studies on different media and how they propel the business of an organisation, here is an attempt made to determine the influence of the media towards pulling the customers towards retail stores. The location of the retail outlet for this study on media retail outlet relation has decided to be in Kanyakumari District. Kanyakumari district is selected as the study area, as it is one area that the biggest malls are yet to establish their foot in the district and is filled with medium level retail stores. This will be more helpful for the researcher to understand the relation between the advertisement strategies of these retail stores and media from scratch. For example, if the study has conducted in an established or a big retail store, there is a possibility that the people are already well aware of those retail stores and the influence of the medium towards them will be less. Considering these facts, the research on determining media influence towards the popularity of retail stores in Kanyakumari district is developed and is explained as follows.

## II. OBJECTIVE OF THE STUDY

In determining the customer's acuity on different media in influencing the popularity of retail stores, the researcher first tends to understand the difference in media preference between male and female customers. This will give a clear idea to the researcher that whether the male and female customers have different opinion towards each media or not. Next, the research is formulated to determine the customers preferred media that a retail store can utilise to be successful in the market.

## III. LITERATURE REVIEW

Bagwell (2005) says, a firm's current advertising is generally associated with an increase in its sales, but this outcomes are generally short-lived as the technique of the advertising and the media of the advertising should have an impact towards the success of that advertising.

Duncan Simester, Yu (Jeffrey) Hu, Erik Brynjolfsson and Eric T. Anderson (2009) in their article say the advertising can shift the demand of the customer to the related products. So it is needed for any organisation or industry to have an attractive advertisement and also have to make sure that the advertisement is reaching their potential consumers as well as the customers as the advertising effects may differ by media type.

The importance of advertisement cannot be neglected by any firm or an individual because it is a proven fact that advertisements have a direct impact towards the sale or the development of any organisation or firm. This fact has stressed by the above authors. Although there are many kinds of literature supporting the importance of advertisement, here in this study a sample of two articles were given to stress the fact.

## IV. METHODOLOGY

Retail industry as we learned earlier is an industry which is still growing fast in our country by tapping the largest untapped market. With the huge population of our country and the increase in number of retail stores, it is well understood that the retail store that attracts the customer will survive although the strategies adopted by them plays a major part. This necessitated the study of retail stores to understand which medium they can trust the most to reach the customers.

In this study only the retail stores of FMCG is considered as it is one which the customers are sure to do their purchase and will look for the better price, quality and space that the advertisement takes to them. Further in this study Kanyakumari district is selected as the study area because of a large number of FMCG retail stores and the absence of hypermarkets in the district, which helps the outcome of the study to be precise as the competition exists only between the even formats of the retail stores.

Data has collected from 200 retail customers through structured interview schedule on purposive sampling technique, and the collected samples were analysed according to the objectives. Statistical tools like ANOVA and weighted average methods were applied to infer the data.

## V. FINDING

Some sort of advertisement is needed for the popularity of any new or established sectors. To take the advertisement to the right person, selection of appropriate media is essential. Here in this study, the media that the retail sector utilises are found to be TV, Radio, Digital Board, Word of Mouth, News Paper and Bit Notice. Based on the objective of the study, first, an attempt is made to understand the preferred medium of men and women. Here the collected data was subjected to ANOVA and the preference of gender towards each media was understood and is explained as below.

**Table** showing the difference in opinion of male and female customers on Media

|               |                | Sum of Squares | df  | Mean Square | F     | Sig. |
|---------------|----------------|----------------|-----|-------------|-------|------|
| TV            | Between Groups | .313           | 1   | .313        | .191  | .663 |
|               | Within Groups  | 324.707        | 198 | 1.640       |       |      |
| Radio         | Between Groups | .901           | 1   | .901        | .582  | .446 |
|               | Within Groups  | 306.694        | 198 | 1.549       |       |      |
| Digital board | Between Groups | 5.245          | 1   | 5.245       | 3.533 | .062 |
|               | Within Groups  | 293.935        | 198 | 1.485       |       |      |
| Word of mouth | Between Groups | .019           | 1   | .019        | .011  | .916 |
|               | Within Groups  | 341.376        | 198 | 1.724       |       |      |
| News Paper    | Between Groups | .332           | 1   | .332        | .348  | .556 |
|               | Within Groups  | 189.223        | 198 | .956        |       |      |
| Bit notice    | Between Groups | 2.607          | 1   | 2.607       | 3.176 | .076 |
|               | Within Groups  | 162.513        | 198 | .821        |       |      |

The above table clearly portrays that there is no significant difference between male and female in their opinion on different media. The detailed inference is discussed as follows.

### **TV**

Null Hypothesis ( $H_0$ ) - There is no significant difference among male and female customers in their opinion on TV increasing the popularity of retail store.

Alternative Hypothesis ( $H_1$ ) - There is a significant difference among male and female customers in their opinion on TV increasing the popularity of retail store.

From the table, for TV it can be inferred that, with the degree of freedom (1, 198) and with the F-ratio value (0.191), the gender of the respondent has not achieved the statistically significant difference (0.663) at 5 percent level of significance in their opinion on TV increasing the popularity of retail store. With the above values, it is understood that null hypothesis ( $H_0$ ) is accepted and understandably the alternative hypothesis ( $H_1$ ) is rejected. That is, male and female consumers do not have different opinion on TV increasing the popularity of retail store.

### **Radio**

Null Hypothesis ( $H_0$ ) - There is no significant difference among male and female customers in their opinion on Radio increasing the popularity of retail store.

Alternative Hypothesis ( $H_1$ ) - There is a significant difference among male and female customers in their opinion on Radio increasing the popularity of retail store.

From the table, for Radio it can be inferred that, with the degree of freedom (1, 198) and with the F-ratio value (0.582), the gender of the respondent has not achieved the statistically significant difference (0.446) at 5 percent level of significance in their opinion on Radio increasing the popularity of retail store. With the above values, it is understood that null hypothesis ( $H_0$ ) is accepted and understandably the alternative hypothesis ( $H_1$ ) is rejected. That is, male and female consumers do not have the different opinion on Radio increasing the popularity of retail store.

### **Digital Board**

Null Hypothesis ( $H_0$ ) - There is no significant difference among male and female customers in their opinion on Digital Board increasing the popularity of retail store.

Alternative Hypothesis ( $H_1$ ) - There is significant difference among male and female customers in their opinion on Digital Board increasing the popularity of retail store.

From the table, for Digital Board it can be inferred that, with the degree of freedom (1, 198) and with the F-ratio value (3.533), the gender of the respondent have not achieved the statistical significant difference (0.062) at 5 percent level of significance in their opinion on Digital Board increasing the popularity of retail store. With the above values it is understood that null hypothesis ( $H_0$ ) is accepted and understandably the alternative hypothesis ( $H_1$ ) is rejected. That is, male and female consumers do not have difference opinion on Digital Board increasing the popularity of retail store.

### **Word of Mouth**

Null Hypothesis ( $H_0$ ) - There is no significant difference among male and female customers in their opinion on Word of Mouth increasing the popularity of retail store.

Alternative Hypothesis ( $H_1$ ) - There is significant difference among male and female customers in their opinion on Word of Mouth increasing the popularity of retail store.

From the table, for Word of Mouth it can be inferred that, with the degree of freedom (1, 198) and with the F-ratio value (0.011), the gender of the respondent have not achieved the statistical significant difference (0.916) at 5 percent level of significance in their opinion on Word of Mouth increasing the popularity of retail store. With the above values it is understood that null hypothesis ( $H_0$ ) is accepted and understandably the alternative hypothesis ( $H_1$ ) is rejected. That is, male and female consumers do not have difference opinion on Word of Mouth increasing the popularity of retail store.

### **News Paper**

Null Hypothesis ( $H_0$ ) - There is no significant difference among male and female customers in their opinion on News Paper increasing the popularity of retail store.

Alternative Hypothesis ( $H_1$ ) - There is significant difference among male and female customers in their opinion on News Paper increasing the popularity of retail store.

From the table, for News Paper it can be inferred that, with the degree of freedom (1, 198) and with the F-ratio value (0.348), the gender of the respondent have not achieved the statistical significant difference (0.556) at 5 percent level of significance in their opinion on News Paper increasing the popularity of retail store. With the above values it is understood that null hypothesis ( $H_0$ ) is accepted and understandably the alternative hypothesis ( $H_1$ ) is rejected. That is, male and female consumers do not have difference opinion on News Paper increasing the popularity of retail store.

**Bit Notice**

Null Hypothesis ( $H_0$ ) - There is no significant difference among male and female customers in their opinion on Bit Notice increasing the popularity of retail store.

Alternative Hypothesis ( $H_1$ ) - There is significant difference among male and female customers in their opinion on Bit Notice increasing the popularity of retail store.

From the table, for Bit Notice it can be inferred that, with the degree of freedom (1, 198) and with the F-ratio value (3.176), the gender of the respondent have not achieved the statistical significant difference (0.076) at 5 percent level of significance in their opinion on Bit Notice increasing the popularity of retail store. With the above values it is understood that null hypothesis ( $H_0$ ) is accepted and understandably the alternative hypothesis ( $H_1$ ) is rejected. That is, male and female consumers do not have difference opinion on Bit Notice increasing the popularity of retail store.

So the above table clearly infers that the both male and female do not differ in their opinion towards different media that carries the advertisement of retail stores.

The second objective of the study is to determine a medium that the customers prefer to see the advertisement and especially the advertisement of retail stores. Here different media like TV, Radio, Digital Board, Word of Mouth, News Paper and Bit Notice were listed and the customers were asked to rank the medium according to their preference, that is, according to the medium that they look for the advertisement of retail stores to be effective. This ranking has been given in the below table.

**Ranking of Customers preferred Media**

|                | Rank |    |    |    |    |    | WA   | Order    |
|----------------|------|----|----|----|----|----|------|----------|
|                | 1    | 2  | 3  | 4  | 5  | 6  |      |          |
| Television     | 84   | 44 | 9  | 10 | 12 | 41 | 4.28 | <b>2</b> |
| Radio          | 5    | 54 | 45 | 28 | 40 | 28 | 3.36 | <b>4</b> |
| Digital Boards | 9    | 14 | 46 | 34 | 61 | 36 | 2.84 | <b>5</b> |
| Word of Mouth  | 97   | 28 | 14 | 24 | 19 | 18 | 4.53 | <b>1</b> |
| News Paper     | 5    | 30 | 48 | 86 | 26 | 5  | 3.44 | <b>3</b> |
| Bit Notice     | 0    | 30 | 38 | 18 | 42 | 72 | 2.56 | <b>6</b> |

WA- Weighted Average Score

The table shows the frequency of ranks, weighted average and the rank order of different media that used by the retail stores to take their advertisement to the customers. From this table it is found that, with the highest weighted average value of 4.53, word of mouth is the highly ranked and highly preferred media through which people tend to know a retail store which followed by television, news paper, radio, digital board and bit notice with the weighted average values of 4.28, 3.44, 3.36, 2.84 and 2.56 respectively. Being Word of Mouth and Television being the top preferred media, Bit Notice is one which the customers prefers least in knowing a retail store.

**VI. CONCLUSION**

Media has become as one of the influential factor in deciding the success or failure of any organisation or individual. So it is all about utilizing the media rightly. By concentrating appropriate media the objective of an organisation can be made to reach the target audience effectively. The study indicates that there is not much difference between male and female in their opinion towards media in influencing the popularity of the retail stores and also it clearly insists that word of mouth is the media that underlines the success of any retail stores. So it is noted and concluded that, concentrating in quality and following appropriate retention strategies will promote retail stores.

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