

## **Media Strategy in Communication Technologies Preferences for Marketing By Entrepreneurs In India**

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### **Abstract**

*Globalization and its impact in competitive status derived the entrepreneurship to have productive mix in media strategy with effective communication technology. Bucar, M. 2001 Lissy, D. (2000). The present trend in e-commerce growth and high usage for all types of business transactions directs the entrepreneurs to satisfy the customers through communication technology (Adeyemo, S. A. 2003). Technological advancement makes the entrepreneurs' to contact consumers directly and hence avoids middle man. At the same time, possibility of using technology to communicate for the successful media strategy application may not be possible in certain context. The present study focus entrepreneurs' attitude towards selection of communication technology in media strategy. Researcher selected sample of respondents from the entrepreneurs' segment and questionnaire were circulated through email. 2052 were responded to the questionnaire out of 2,500 selected samples of respondents. 448 questionnaires were return blank. Primary data was collected and analyzed with the help of statistical software tool. The descriptive study revealed those small and medium entrepreneurs' preferences in communication technology was not significantly associated with large scale entrepreneurs.*

**Key words:** *communication technology, descriptive study, media strategy, technological updation,*

### **1.1 Introduction**

Evaluation of media strategy in the focus of communication technology awareness was prominently understood by public at large. Present trend identified by texting messages, yahoo and Google search engines, online discussion conference rooms and social media interactive sessions. Recent trend in communication technology rapid the updating of the business. According to Abhyankar, R. (2014), e-Commerce and websites viewers also lessening as the speed of communication appreciated. Manjunath, T., Nagesh, N. (2013), supports that Business growth feasibility decided by the preferences among communication technology. Whereas the study conducted by Davoud, F. (2010) resulted that projects with national importance need effective feedback and prominent place in productive utilization of information technology. Communication through the technology should be perceived with its importance for even day to day transitions. India understood the importance of information technology and has launched subsidy and aid for the advancement P. Groenewegen and Y. Taminiau, (2003).

Whereas thereport by Peter, F. (2006), manufacturing or service sectors, cannot evade the media strategy inclusive of updated technology and usage for high flexibility in customer approach towards the product. According to Haji Ketabi, A. (2010), marketing the brand becomes very adaptable and rapid by the proper mix in communication technology in media strategy. Indian government also create the platform for SME units with incubators, support for technological advancement. The study conducted by A. K. Gupta, (2008) stated that Asian countries growth was considered by maximum usage of internet. The worthiness and increasing contacts of entrepreneurs were possible now through whatsapp, email etc. This result for the business group could understand from the social media. Imperative aspects of social media and usage of the same as a marketing tool lead grow of business. Comprehensive study literature was recognised the significant gap in finding preference levels among entrepreneurs in their media strategy specifically with communication technologies such as email, whatsapp, you tube, webpage, e-commerce . Present study focused to know the preference level of different status of entrepreneurs such as small, medium, large scale towards social media communication technological tools and utilization in their media strategy for marketing their business, product and brand.

## 2. Literature Review

Bughin, J., and Chui, M. (2010) studied the network with three additional trends with raise in distributed merges. The study resulted with the recommendations that upcoming business will not leave the technological advancement and adaptability to accept the same for future growth perspective. Harrigan. P., Ramsey. E. and Ibbotson. P. (2010). , manifested the customer relationship by strategic implementation in small and medium enterprise. (SMEs). These sectors will not competitive with the large scale, if not electronically strong. It will fill the gap in capabilities and explore the connections between SME. Researcher conducted 286 SME with empirical study that resulted with the support of managerial decision making by internet technologies to improve customer relationship. Evans D. and McKee, J. (2010) evolved the developmental aspects with his contribution of theoretical development in conceptualizing electronic management in building brand identification. Chua, A. P. H., Deans, K. R., and Parker, C. M. (2009). Demonstrated the technology and communication technology managed aspects. E-Business concentrated with the homogeneous group. The study included about the effective usage of e-commerce and interactive sessions with the immediate requirement of the consumers. Research revealed that recommendation for adapting e-business. Delmar, F., Davidson, P. and Gestner, W. B. (2003) explored the high growth of firm and pointed the 21<sup>st</sup> century dependence on media strategy that shift the communication root towards social media and presently getting acknowledged all the communication channels. Almost the development of internet communication implemented in all influential ways. Kaplan, A. M. and Haenlein, M. (2010) made on empirical study to understand about the opportunities and challenges in accepting social media in communicating the business to the public at large. He insists the social media in all forms of business commutation. The study report with conceptual collection about the challenges was the need of technical support to uninterrupted flow of communication. In some context, the

received personal diversions and like minded interactive lacking and networking for excellent acquiring with customized products. The most important and useful way of enjoying the social media implications are that entrepreneur get speedy feedback from the current customers. This also supported by the experimental study of Jayachandran. S., Sharma. S., Kaufman. P. and Raman. P. (2005) resulted that customer relationship is appreciable way directed by efficient and planned selection of communication through the technological back grounded entrepreneur Jayachandran. Implementation weakness becomes stumbling block to get progress in business. As per Bird, B. (2016), entrepreneur needs to get updated about the implementing ideas for their future success with new technological invention and appreciation. Researcher conducted comprehensive review and found the extensive gap in reviews lacking about the preferences at present in selecting communication technology in media strategy for marketing the brand and business. As a result present study focused with the following objectives.

### **2.1 Objectives of The Study**

- To know the level of awareness on communication technologies for media strategy
- To know the preferences of the entrepreneurs communication technology in their media strategy.
- To know the factors affecting in selecting communication technologies for media strategy of entrepreneurs

### **3. Research Methodology**

Researchers decided to conduct descriptive study with the sample of respondents selected from the metropolitan cities in India. Comprehensive literature review led to take up pilot survey with the expert consultation. The experts were asked about the internet importance to current business groups. Objectives of the study and hypothesis framed with a view to know the awareness level, preference level and factors affecting in selection of communication technology in media strategy of entrepreneurs. The sample respondents were small, medium and large scale entrepreneurs'. Data base of personal email id of CEO of the business collected and closed ended type of questionnaire administered for the purpose of the study, was sent through email id. 2500 respondents were selected on random sampling basis and 2052 participated. The balance questionnaire 448 in number returned blank. All the collected primary data were analyzed with the help of statistical software. The statistical tools employed for primary data analysis were chi-square test and f-test.

### **4. Data Analysis**

The data analysis on the basis of the response from the following questionnaire administered;

1. I put all my business information through face book
2. E-commerce websites are costly
3. I have my personal face book
4. I use e mail only for business relationship
5. I have my business web page

6. I prefer only whatsapp
7. I know about email
8. I use e-Commerce web page
9. Face book and WhatsApp are imperative for my business growth
10. Every day I check WhatsApp
11. Large scale business need speedy feedback
12. I do not prefer social media for my business
13. My business product need only direct contact with customers
14. I do not know about what is social media
15. Our business use economical communication technologies

Questionnaire grouped into entrepreneurs awareness on communication technology numbered 3,5,7,10,14 , Factors affecting in selection of communication technology into 2,9,11,13,15 , communication technology preferences of entrepreneurs 1,4,6,8, 12,

**HYPHOTHESIS I:** *Null Hypothesis:* There is no significant association among entrepreneurs with regard to awareness on communication technologies in their media strategies for marketing in India with reference to chi-square test resulted as follows

.Results						
Entrepreneurs/ Variables	Using e mail	Do not know social media	Have Face book	Have WhatsApp	Knows the usage of webpage	Row of Totals
Small	181 (157.67) [3.45]	52 (27.67) [21.40]	101 (102.00) [0.04]	240 (175.33) [23.85]	110 (220.33) [55.25]	684
Medium	132 (157.67) [4.18]	21 (27.67) [1.61]	154 (102.00) [25.50]	166 (175.33) [0.50]	211 (220.33) [0.40]	684
Large	160 (157.67) [0.03]	10 (27.67) [11.28]	53 (102.00) [23.54]	121 (175.33) [17.46]	340 (220.33) [64.99]	684
Column Totals	473	83	306	526	661	2052 (Grand Total)

The chi-square statistic is 253.4819. The  $p$ -value is  $< 0.00001$ . The result is significant at  $p < .05$ .

The statistical tool revealed in the above table chi-square 253.489 and the  $p$ -value  $< 0.00$  the result is significant at  $p < .05$ . Hence, the Null hypothesis 1, There is no significant association among entrepreneurs with regard to awareness on communication technologies in their media strategies for marketing in India is rejected and depicted 181 respondents of small scale entrepreneurs know email, 240 use whatsapp, 110 small scale entrepreneurs have their own websites. With reference to the medium scale entrepreneur 154 revealed that they have face book and 160 large scale entrepreneur use email interaction.

**HYPHOTHESIS 2: Null Hypothesis:** There is no significant association among entrepreneurs preferences in communication technology for media strategy in marketing that resulted with the help of chi-square test as follows

Results						
Entrepreneurs/ Variables	WhatsApp	Email	E-commerce webpage	Not prefer social media	Use Face book	Row Totals
Small	191 (104.28) [72.11]	153 (196.24) [9.53]	13 (147.26) [124.24]	240 (112.94) [142.93]	87 (122.27) [10.18]	684
Medium	68 (104.28) [12.62]	258 (196.24) [19.44]	124 (147.26) [4.00]	76 (112.94) [12.08]	158 (122.27) [10.44]	684
Large	54 (104.44) [24.36]	178 (196.52) [1.75]	308 (147.48) [172.55]	23 (113.11) [71.79]	122 (122.45) [0.00]	684
Column Totals	313	589	442	339	367	2052 (Grand Total)

*The chi-square statistic is 688.0084. The p-value is < 0.00001. The result is significant at  $p < .05$ .*

The above table revealed result of chi-square 688.0084 and p-value <0.00001. The result is significant at  $p < .05$ . Hence the *Null Hypothesis*: There is no significant association among entrepreneurs preferences in communication technology in media strategy rejected. With reference to small scale entrepreneurs the respondents 191 prefers whatsapp, 153 prefers email, only 13 respondents prefers webpage, 240 respondents not preferred any social media and 87 use face book. With reference to medium scale entrepreneurs 258 prefers email, 158 use face book and 124 prefers e-commerce WebPages for media strategy. With reference to large scale entrepreneurs 308 prefers webpage with e-commerce interactive strategy, 178 email media strategy, 122 use face book plat form for media strategy in marketing their business.

**HYPOTHESIS 3: Null Hypothesis:** There is no significant association in factors affecting among entrepreneurs for their media strategy in marketing their products that resulted with the help of chi-square test as follows

Results						
Entrepreneurs /Variables	Direct customer contact	Face book cum WhatsApp	E commerce costly	Speedy feedback	Economical	Row Totals
Small	191 (125.67) [33.97]	98 (167.33) [28.73]	201 (131.33) [36.96]	89 (173.00) [40.79]	105 (86.67) [3.88]	684
Medium	132 (125.67) [0.32]	176 (167.33) [0.45]	123 (131.33) [0.53]	152 (173.00) [2.55]	101 (86.67) [2.37]	684
Large	54 (125.67) [40.87]	228 (167.33) [21.99]	70 (131.33) [28.64]	278 (173.00) [63.73]	54 (86.67) [12.31]	684
Column Totals	377	502	394	519	260	2052 (Grand Total)

**The chi-square statistic is 318.0798. The  $p$ -value is  $< 0.00001$ . The result is significant at  $p < .05$ .**

The above table results chi-square statistic is 318.0798. The  $p$ -value is  $< 0.00001$ . The result is significant at  $p < .05$ . As a result the Null Hypothesis: There is no significant association in factors affecting among entrepreneurship on their media strategy preferences for marketing their products accepted. Small scale respondents for direct customer contact 191, 98 responded that face book, whatsapp and you tube are factors for media strategy in communication technology, 201 felt e-commerce costly, 89 responded that speedy feedback from customers, 105 respondent economical factor affect their selection of media strategy. With reference to medium 132 needs to get direct customer contact, 152 interested to speedy feedback, 123 felt ecommerce costly. With reference to large scale 228 face book, whatapp and you tube factor, 278 focus on speedy feedback for their media strategy selection.

#### Annova Table: Data Summary

Null Hypothesis: There is no significant difference among the groups of entrepreneur's awareness, preference and factors influencing towards communication technology in media strategy for marketing

SUMMERY				
	ENTREPRENURES			
	Small Scale	Medium Scale	Large Scale	Total
N	5	5	5	15
$\sum X$	2050	2050	2050	6151
Mean	410	410	410	410.067
$\sum X^2$	1037851	889864	886330	28140
Std.Dev.	222.5819	111.0901	105.1061	144.352

Groups	N	$\sum X$	Mean	Std. Dev.
Group 1	5	2050	410	222.5819
Group 2	5	2050	410	111.0901
Group 3	5	2050	410	105.1061

The data summary of ANOVA table shows that N=5 and Mean of three groups 410 and standard deviation of group 1 is 222.5819, group 2, 111.0901 and group 3, 105.1061.

ANNOVA SUMMARY -RESULTS				
Source	SS	df	MS	
Between-treatments	0.9333	2	0.4667	$F = 0.00002$
Within-treatments	291724	12	24310.3333	
Total	291724.9333	14		

From the above ANNOVA summer table sum of squers between groups 0.9333, degree of freedom 2, Mean square 0.4667, within groups' sum of squares 291724, degree of freedom 12, mean square 24310.000 and f –ratio value is 0.00002, p-value is 0.999981. The result is not significant at  $p < 0.05$ . Hence null hypothesis there is no significant difference among the groups of awareness level, preference level and factors influencing towards media strategy in communication technology selection for marketing accepted.

### 5.Limitations Of The Study

The study was not conducted in rural area. Gender perceptional differences ignored. The study conducted with limited number of variables and dimensions of preferences.

### 6.Implications Of Study

According to Gilmore, A., Gallagher, D. and Henry, S. (2007) social media and utilization extend is based on the standard of organization. The present study also depict that large scale entrepreneurs prefer e-commerce webpage in media strategy for marketing their products to reach the customers thorough it is costly. Whereas small entrepreneurs prefers only costless ways of face book and whatapp. But they differed in preferring direct contact with customers. An analytical study conducted by A. and Skiera. B. (2010) in customer relationship resulted that logistics plays prominent role in maintaining smooth relationship. The present research study represents that large and medium entrepreneurs prefers communication technology that gives speedy feed back in their media strategy selection

## 7. Conclusion

There is no significant difference among the groups of awareness level, preference level and factors influencing towards media strategy in communication technology selection for marketing accepted. Positively correlation found with no significant association in factors affecting among entrepreneurs on their media strategy preferences for marketing. Significant association resulted in factors affecting among entrepreneurship on their media strategy preferences for marketing their products. There no significant association found among entrepreneurs" preferences in communication technology of media strategy.. The significant association found among entrepreneur with regard to awareness on communication technologies in their media strategies for marketing in India.

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