

Study Onmedia Strategypreferences By Smallentrepreneures For Marketing In India

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Abstract

Media selection preferences have vehemently changed by the present entrepreneurs. The impact was perceived by the advent of different segmented media and its impact on viewers. According to Norwell, W. (2017), the differences manifest between small and large scale entrepreneurship in adapting media strategies were based on their capacity. Marketing with suitable strategies in media was understood the most imperative form that capture the mind of consumers to get specific niche for the products. Repetitive impart also considered as important preferences criteria by the entrepreneurs. As a result of technological and its significant impact in society, changes the preferences towards the strategies applied in media selection. The present study was focused to know the perceptual changes in media strategies by small level entrepreneurs for their marketing process. The researcher perceived the gap in literature studies about small retail trading entrepreneurs' preferences. Sample of respondents of selected for the study were trading retailers from metropolitan totally 1600. They were asked to respond self administered questionnaire. But 494 questionnaires were returned blank and 1106 were answered. Statistical software is used to analyze the collected primary data. The study resulted that small entrepreneurs prefers social media strategies.

Key words: Preferences, social media, targeted customers, small entrepreneurs, Marketing strategies, Modern approach, trading entrepreneurs, Perceptual differences, preferences.

1.1 Introduction

Carson, D. (1999) describes that marketing of small entrepreneurs' were significantly different from the medium by their target audiences. This results in the selection of media. It also gives us meaningful description that the target audience decides the media strategy and its applicability. Small entrepreneurs' and their competing level will direct the preferences in media strategies. According to Bulearca, M. and Bulearca, S. (2010), global business and advent of technological impact tune the business group to find easy way of reaching consumers. Thus the attention creation is vital to all the entrepreneurs' and if it is lacking, media selection will become non productive. Adam, S. and Deans, K.R. (2001) states that the internet usage by common public has influenced on preferential among entrepreneurs' in marketing their new concepts. The present scenario states that the test marketing could be experimented in social media. Present marketing approaches by the entrepreneurs' are not single focused but multiple way of beneficial. At the same time, entrepreneur taken the vehicle of the product range decides

the strategy application. Product line changes the target customer and their standard. Price discrimination was recent trend with the service addition. Small entrepreneurs' most of them are retailers, having direct contact with the consumers, knows well the trends in the mind of present customers. Marketing strategies perceived by the business groups as stated by Anghern, A. (1997) was that media selection need narrow way of finalization. It was impacted only on financial factors ultimately. This also was supported by Butterworth-Heinemann, Oxford. Carson, D. and Cromie, S. (1999), resulted by their study towards the planning stage itself. The description widely elaborated that media selection and its preferences are not very difficult but to make the consumer aware about the communication. Whereas the media, at present, widely expanded, but has come into the hands of individuals. According to Dean, J., Holmes, S. and Smith, S. (2018), network in business was unavoidable for the growth. The network referred the business to business or business to customer. The present entrepreneurs' follow the significant advantages of business to business network rather customer. Ultimately, business to customer relationship decides the results. The network is now represented in technological form such as social Medias. The website creation and marketing through this media is also getting outdated gradually as application software's are bobbling up. The study conducted by Britt, P. (2011) recognized that web marketing and linking product features and styles attract customers. It becomes very important source of media for consumers for their own interest of selection. In India still web marketing has not recognized popular. As there was wide gap in literature study that has less focus about the small trade entrepreneurs' and their media strategies at present with technological vertical and horizontal growth. Hence, the present researcher tried to understand the media preferences of small trading entrepreneurs' in application of media strategies for marketing their business.

1.2 Literature Study

Bart, Y., Shankar, V., Sultan, F. and Urban, G.L. (2005) created a model that connected buyer behavior and webpage styles and online confidence. They gathered 6831 buyers' responses. The result of the study manifested that trust has increased the consumers. At the same time consumers get classified from the level of satisfaction. This determines are security and the destinations were found on data that includes high, social movements in locals. The instances are locales, sports gateway, and other network apps. In this brand quality is basic and it interacts connections between web page and customer attributes, this intercession is most grounded for destinations arranged toward rarely bought, high involvement things, for example, PCs (money related administrations). Fuller, J., Jaweck, G. and Muhlbacher, H. (2007) conducted a research between number of consumers based reactions. It found that less number of consumers are highly creative and try to involve in media view only that gives them more information. Their play pattern is used to view many creative sides of basketball shoes and computed based on the social media collections. The result of the study revealed that general level of interest is to exchange their conceptions with producers or traders and the way of integrating creating online societies into entrepreneurs' innovative functions. Dutta, S. (2010) studied to know about the personally interested preference of media. The research included 2500 individuals to study on the media

selection for their social media and its impact on the repetitive view. The study included their preferences in getting business advertisement views and impulsive buying behavior. The study manifested the selection and preferences are depended on the social media responses. In the same way media preferences was understood by the research on the selected produced by Benavent, C. and Evrard, Y. (2002) who invented that media selection preferences will take its own course of attracted in the huge level of customers hands. Cooke, M. and Buckley, N. (2008) ,stated that marketing insight study got critic that it is not providing proper guidance about the consumers or clients and their complex nature of trend understanding . This becomes challenge with different principles. The researcher recognized the number of approaches provide uncultivated ground for developing new strategies in marketing. But the open sources affect the way of thinking and methodologies of usage. The advent of webpage advertisement and social network approach offers new techniques for meeting challenges. The fast growth of social media makes the consumers to believe the new types of participatory group and the experiences are perceived in development oriented community. Coviello, N.E., Brodie, R.J. and Munro, H.J. (2017) conducted research study to understand different marketing strategy and the relationship built with the ultimate consumers. He also tried to understand media strategies preferred by the business group to specific customers for the contemporary environment. This classification pattern of approach motivated to develop the analysis and examination of marketing process with its 12 dimensions. The similar study conducted by Knightbridge, K. (2003), who reflected all the problems when it is practically implemented. He found two different styles of strategy that one helped the entrepreneurs' to perceive the network selection and consumer to approach easy accessibility of business owner. Cachia, R., Compano, R. and Da Costa, O. (2007) revealed in his study the accessability of the entrepreneur at present not based on the way of the large investment in media strategy applications, but the way of spending in selected media based on their need and importance. The studyconducted in that context by Ford, D. and Rowley, T.P. (2018)analyzed the approach through network based media. Sample of 589 selected respondent for the descriptive study. Questionnaires were administered to get responses about the best selecting and preferring media approach in marketing product. The study resulted that media strategies should be based on the local control of the targeted consumers. Ganley, D. and Lampe, C. (2009) manifested social network principals in online media that created greater diversion of perceiving product image, display and selection. It results the business head to look forward to follow the media that reach the hand of social group and spread for the marketing significance in increasing the business.

1.3 Objectives Of The Study

- To know the media strategiesgenerally preferredby the small entrepreneurs
- To know the present media strategies preferred by the small entrepreneurs
- To know the factors affecting in selecting media strategies for marketing.

1.4 Research Methodology

The study was conducted ex-post facto and the population of the study from metropolitan cities of India. Pilot study was conducted and questionnaire was administered, based on the vital factors of the research, discussed with the experts in the field. The questionnaire included quantitative and qualitative factors. The respondent entrepreneurs' were small trading entrepreneurs' running a shop with two to five employees. The business men who run the shop or business minimum 10 years were selected for the study. The study also included the condition that entrepreneur should be minimum literate. Questionnaire for the study administered were sent across the email of 1600 respondents. Respondents were divided equally between provisional stores and readymade shops. Out of the 1600 total respondents 494 returned blank and 1106 responded were participated effectively for the primary data collection. Closed ended questionnaire was used by collecting yes or no answers. It was grouped into three such as first one under media strategy in general, second group represents present preferences media strategy and third were factors affecting media strategy selection for marketing their business. Statistical tool was employed to analyze the primary data.

2. Data Analysis

The data analysis was made on 1106 respondents. The questionnaire administered on the basis of following:

PREFERENCES OF MEDIA STRATEGIES IN GENERAL
I put sign boards near my shops
Regularly give handbills /broachers
I may try to local cable TV scrolling advertisements
I use my print media for marketing my brand
I put display in front of my shops
PRESENT MEDIA STRATEGY & ITS PREFERENCES
I learn social media for marketing my product
I created you tube channel
I use television advertisements
I use whatsapp groups for marketing my product
I prefer print media
FACTORS AFFECTING IN SELECTION OF MEDIA STRATEGY
Less response from sign board media
The response from television advertisement is appreciable
Many customers responded that they select through e.-commerce websites
Good response through social media advertisement
Print media response is less

HYPHOTHESIS 1: Null Hypothesis There is no significant association among provisional stores and readymade dress shops in general media strategy preferences for marketing their products that resulted with the help of chi-square test as follows

Small entrepreneurs/variables	I put sign boards near my shops	Regularly give handbills/broachers	I may try to local cable TV scrolling advertisements	I use my print media for marketing my brand	I put display in front of my shops	Total	Chi-square	P value
Provisional stores	122 (78.00) [24.82]	99 (92.00) [0.53]	120 (153.00) [7.12]	69 (76.50) [0.74]	143 (153.50) [0.72]	553	67.84	0.00
Readymade shops	34 (78.00) [24.82]	85 (92.00) [0.53]	186 (153.00) [7.12]	84 (76.50) [0.74]	164 (153.50) [0.72]	553		
Column Totals	156	184	306	153	307	1106 (Grand Total)		

The above table depicts that chi square test depicted 67.84 and P value 0.00 with below 5% confidence level. The respondents from provisional stores positively responded 122 “I put sign boards near my shops “. 99 are responded for regularly distributed handbills and brochures. 186 ready made shops responded that they will use local television scrolling advertisement for marketing their produces. 34 was the response for putting sign boards. 85 responded that they will prefer hand bills. 164 readymade shops responded that they will display in front of their shops. Hence, the null hypothesis 1, there is no significant association among provisional stores and readymade dress shops in general media strategy preferences for marketing their products will be rejected.

HYPHOTHESIS 2: Null Hypothesis: There is no significant association among provisional stores and readymade dress shops in present media strategy preferences for marketing their products that resulted with the help of chi-square test as follows

District/variables	I learn social media	I created you tube channel	I use television advertisements	I use whatsapp groups	I prefer print media	Total	Chi square	P value
Provisional stores	110 (81.93) [9.62]	129 (97.41) [10.24]	128 (146.87) [2.42]	85 (89.42) [0.22]	101 (137.38) [9.63]	553	64.21	0.00
Readymade shops	54 (82.07) [9.62]	66 (97.59) [10.22]	166 (147.13) [2.42]	94 (89.58) [0.22]	174 (137.62) [9.63]	553		

	60]				1]			
Column Totals	164	195	294	179	275	1106 (Grand Total)		

The analytical tool chi-square test resulted 64.21 and P value 0.00. The above table depicted 110 responses from provisional stores for learning social media for marketing their product. 129 responded for the using of television advertisement. 85 responded for preferring whatsapp groups. 101 preferred print media. Readymade shops 54 preferred social media, 66 created YouTube channels, 166 responded of using television advertisement, 94 responded whatsapp groups, and 174 responded print media. Hence the null hypothesis 2, there is no significant association among provisional stores and readymade dress shops in present media strategy preferences for marketing their products was rejected.

HYPOTHESIS 3: Null Hypothesis: There is no significant association in factors affecting among provisional stores and readymade dress shops on their media strategy preferences for marketing their products that resulted with the help of chi-square test as follows

District/variables	Less response from sign board media	Television advertisement is appreciable	E-Commerce websites	social media advertisement	Less Print media response is less	Total	Chi square	P value
Provisional stores	110 (132.00) [3.67]	129 (97.50) [10.18]	128 (97.00) [9.91]	85 (139.50) [21.29]	101 (87.00) [2.25]	553	94.59	0.00
Readymade shops	154 (132.00) [3.67]	66 (97.50) [10.18]	66 (97.00) [9.91]	194 (139.50) [21.29]	73 (87.00) [2.25]	553		
Column Totals	264	195	194	279	174	1106 (Grand Total)		

The Chi square test at 5 % confidence level resulted 94.59 and P.value 0.00. From the above table the responses 110 of provisional stores revealed less response from sign board media. 129 only responded with regard to television advertisement appreciable. 128 responded that there is e-commerce, 85 by social media advertisement, 101 responded less responses from print media. As for as readymade shops concern 154 for less response from sign board, 66 appreciable from television advertisement. 66 responded for e-commerce media strategy, 194 social media

strategy for marketing their products and print media strategy results only 73. Thus Nullhypothesis 3, there is no significant association in factors affecting among provisional stores and readymade dress shops on their media strategy preferences for marketing their products rejected.

3. Limitations Of The Study

The study was conducted only with two readymade shops and provisional stores. The number of samples and type of respondents of the study should have been increased. Variables of the study were limited. The study should have been with other dimensions and extended to rural areas. Women entrepreneurs ignored.

4. Implications Of Study

The present study revealed that the entrepreneurs are selecting you tube media strategy as they understood that their customers prefers YouTube social media for knowing about the product and brand. As per the study of Ghose, S. and Dou, W. (1998) resulted that internet sites will give more level of impulsive buying attitude among consumers that influence in selecting media for marketing their brand image. Ganley, D. and Lampe, C. (2009), states that development identified in social networks and online communities. It may remove the print media in future for marketing the product. The status was revealed by the present study that many of small entrepreneurs' select whatsapp; you tube rather than print media.

5. Conclusion

The association was found with reference to general media strategy, present media strategy and factors affecting in media strategy application for marketing the products of the small trading entrepreneurs. Because no significant association among provisional stores and readymade dress shops in present media strategy preferences for marketing their products was rejected and no significant association in factors affecting among provisional stores and readymade dress shops on their media strategy preferences for marketing their products rejected. Similarly no significant association among provisional stores and readymade dress shops in general media strategy preferences for marketing their products will be rejected. Social media strategy in marketing product and business was appreciated rather general media strategy and its application.

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