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"A STUDY ON ROLE OF ADVERTISING IN ORGANIZED RETAILING"

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ABSTRACT

Advertising is an art and science. Advertisements provide the detail information about the company, retail store, products, offers and schemes etc. Advertising has the power to attract the customers towards the product. In the era of completion the retailers need to make attractive advertisement to attract the customers. Many organized retailers use the traditional as well as the modern advertisement tools. The print media gives detail information about the offers and the electronic media creates impact on customer's mind, so both are equally important and crucial for retailers.

KEYWORDS:organized retailing , art and science , technological changes , Indian market .

INTRODUCTION

The technological changes help the Indian market to boost up the job opportunities in advertising industry. Now the people are making their careers in the advertising industry. The different formats like radio, TV, Print and outdoor have been exploring the advertisement industry. Indian advertising industry is gradually more attracting the attention of many foreign Companies

and communication agencies, by opening business avenues for marketing agencies in India.

This is the era of advertising and Marketers know the power of advertising. To connect the customers with the stores, the marketing department finds out the new opportunities in advertising. In the cut throw competition of organized retailing, the organized retailers spends huge amount on advertising. TV, print advertisements, radio advertisement, social media are the advertising medium available for the retailers. To reach maximum customers retailers apply various advertising strategies. This is the

most effective advertising tool is print media. Most of the customers are connected with the internet, as this facility is easily available in different forms. Many consumers are online every day for their personal work. Customers visit different websites for different purposes. By considering this fact these retailers have started promoting their offers and schemes on the internet. This study is about the role of advertizing in organized retailing. The respondents for the study were from Pune city. The primary data was collected by filing up the questionnaires from the respondents. The data was presented through percentages, means, standard deviations and frequencies. After the study it was observed that the



advertising plays an important role in organized retailing to increase their store sales. It is also observed that to reach maximum customers the retailers need to use different advertisement mediums to attract the customers towards the store.

The organized retailers plan various activities for weekends, mid days, monthly. To inform about the these activities they use following advertisement mediums,

- Print media – News papers, Leaflets
- Television advertisement
- Radio advertisements – Various radio channels
- Internet - websites
- SMS Campaigning
- Signage
- Posters
- Billboards

REVIEW OF LITERATURE

A Sivakumar (2007) in his book "Retail Marketing" has mentioned that retailing is growing as shopping has become a leisure activity. Marketing is one of the important perspectives in retailing. Retail marketing success depends on other functional areas in retail organization like financial management, IT system Management, Human resource management and operations management.

B. Abdul Azeem (2012) has presented his PhD thesis on "Customer shopping behavior in organized retailing scenario". The study was conducted in Anantapur with the objective of studying the present scenario of Indian organized retail and customer satisfaction with reference to customer behavior.

C. Dr. Shahid Akhter and Iftekhar Equbal (2012), in their article "Organized retailing In India – Challenges and Opportunities" have mentioned the large number of middle class families which are untapped retail market and this is the reason for the global retailers to enter the Indian market. They have concluded their article saying that there is a good potential for organized retail Industry by implementing good strategies to reach in every corner of the country. There should be a proper balance between brand building and promotion.

SCOPE OF THE STUDY

This study of role of advertising is based on different factors like customers attitude towards advertisements, Consumer preference of advertising and customer preferences towards various advertising mediums. The importance of this study is that, the advertisements play an important role in retail industry to attract the customers towards the store. This study will help to know the retailers about the customer preferences and attitude towards the advertisements. In the retail sector as the customers are more in numbers, it becomes challenge for the retailers. The appropriate advertising medium creates more impact and fulfills the motto of retailers. This study is also useful to the current organized retailers to know their customers preferences.

RESEARCH METHODOLOGY:

Research methodology provides a detailed description of the research approach adopted in this study. Area of the study, data collection, sample size, selection of units and analysis methods used is presented in the subsequent sections.

Research methodology of the study covers the following points.

• Area of study –

The study was conducted Pune city, as this city is developed city as compared to other cities in western Maharashtra. This city is developed because of the manufacturing, IT sector and education sector.

• Primary data –

Primary data collection is a process of collecting fresh data for the purpose of research. For testing and

studying the various objectives primary data is an essential part of the survey. The primary data was collected through filling the questionnaires from customers in the Pune city. The administered questionnaires were collected after completion by the respondents and their responses used for analysis. The questionnaire had both open ended and close ended questions.

• **Secondary data -**

Secondary data is the data that has been already published. This data is collected and analyzed by the researcher. The secondary data gives the in-depth knowledge about the study the different aspects of the research can be studied by secondary data.

• **Sample size –**

Convenience sampling method was used for data collection. Total 200 consumers were interviewed from sampled retail outlets. These consumers are from different sector and of different age groups.

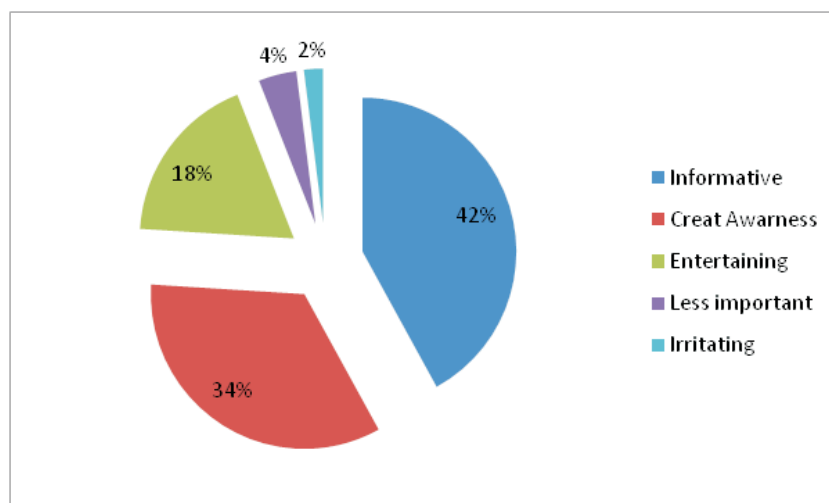
Data Analysis:

Data analysis describes the tabular and graphical analysis of the data along with researcher's interpretation which helps to understand the various aspects of the study. Descriptive statistics was used to analyze this data. The data collected and then coded according to the responses. Further this data was analyzed according to the need of the study. The data was presented using tables and graphs and analysis was done.

• **Customers Attitude towards Advertisements:**

In this part study was conducted about the customer's attitude towards retail store advertisements with reference to various factors like awareness, interest, importance etc. Customer attitude helps to design the advertising campaigns.

Chart- Attitude of Customers towards Advertisements



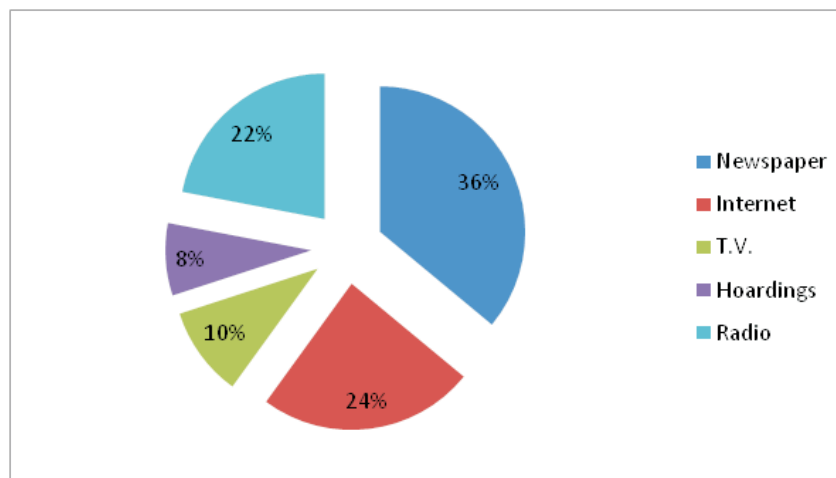
From the above graph it shows that there is positive impact of the advertisements on the customers. Out of total respondents 42% customers feel that these advertisements carried out by the organized retailers are informative. Followed by 34% respondents feel that, it creates awareness amongst them. Advertisements provide knowledge as well as educate the customers about the products, its feature, use, offers and schemes. Very few people feel that advertisements are less important and irritating. The advertising agencies make the advertisements in such way that the motto of retailer is fulfilled. The motto of advertisements is achieved, as many customers feel that these advertisements are informative and creates awareness.

The customers' expectations are that the advertisement should be more precise and informative. As there are many FMCG (Fast Moving Consumer Goods) products, so the customers expect information of all the products and this could be possible with the help of Newspapers.

• **The most preferred advertisement medium by the customers.**

It is very important to know that the preferences of customers while collecting the information. Customers use various sources of information, it is important to know which is most preferred. This information helps to retailer to design their advertisement campaign.

Chart - The most preferred advertisement medium by the customers.



From the above graph one can easily find out that the newspaper is the most preferred advertising medium. The organized retailers continuously plan for different offers and schemes. According to the retailers to newspaper is more effective medium of advertisement, because in which they can provide detail information about the offers and schemes. News paper is most effective medium to reach maximum customers. They prefer regional papers to attract more and more customers.

In the city like Pune as the customers are techno savvy and use the internet in day today activities. They feel that through the internet they can avail information about the different stores, offers and schemes and even can make comparison at their place.

Radio is also preferred by the customers as most of the youth, working people, and housewives listens various radio channels. In the Pune there are various radio channels and they have many musical programmes and news, which are preferred by the customers. Retailers take the advantage of these channels and use radio as advertisement medium.

FINDINGS:

- From the study it is observed that the advertisements are more informative and creates awareness. There were few customers they feel that these advertisements are less important and irritating.
- There is a group of customers who feel that these advertisements are entreating, as the respondents in this category belong to youth.
- The most of the customers prefer newspaper and internet as source of medium. As they get detailed information about the products and offers.
- Television and hoardings are preferred by very few customers in Pune city. These hoardings are at selective places and provide very less information about the products and offers.

SUGGESTIONS:

From the study it is observed that, the company can make advertisements more entertaining so that it can create more interest amongst the customers. These advertisements should be more creative so that it can increase the attention of the customers towards these advertisements. The local television channels should be tapped by the retailers as the customers watch these channels also. The number of hoardings should be

increased and make more informative, so that customer will more knowledge about the retail store activity.

CONCLUSION

One can conclude that consumers prefer advertisements as a source of information, by considering this fact the organized retailers should make these advertisements more entertaining. The success of the retail store is dependent on number of customers visited to the store. The retailers also use multiple advertising mediums to attract the customers towards the store. They should focus on television and hoarding advertisements to increase the footfall for the store.

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