

# Impact of Retail Communication Mix on Consumer Buying Behavior with Special Reference to Selected Organized Retailers in Kolhapur City

<sup>1</sup>Dr. Anup M. Mule, <sup>2</sup>Dr. Hemant M. Thakar

<sup>1</sup>Research Scholar, <sup>2</sup>Director – MBA Unit, Dept. of Commerce & Management, Shivaji University  
Kolhapur, Maharashtra, India.

<sup>1</sup>anupmule@yahoo.com, <sup>2</sup>hmt\_mba@unishivaji.ac.in

**Abstract:** Retail industry in India is growing at great pace and assures bright prospects in days to come. The key to success for any retail establishment lies not only in having good products but also in being able to provide customers with the level of service they desire. Today every retailer wants to maximize their sales with increasing consumer satisfaction; moreover a large portion of society depends heavily upon value driven products offered by organized retailers in India. Thus in the era of growing competition every retailer has to create its own unique identity to have an upper hand over rivals. It has been observed that consumer buying decision is largely influenced by how a retail business communicates with prospective buyers by using Communication Mix doings. Retail Communication Mix is a very broad subject which encompasses advertisement, personal selling, direct marketing, public relations, sales promotion and cyber marketing. Indian consumers are making a well informed decision before they can reach a specific buying decision. These decisions can be influenced in the favor of retailers if they use a perfect blend of Retail Communication tools.

**Keywords —** Consumer Behavior, Organized Retailing, Retail Communication Mix, Sales Promotions etc...

## I. INTRODUCTION

Can the idea of life without retailers ever be thought of? It's only because of retailers societies are leading a life of convenience and pleasure. Retailers have been doing numerous jobs every day for end users and bulk breaking is undoubtedly the most important of all. Today's modern retailers maintain a wide variety of products to cope with ever changing demands of consumers. Stock keeping units (SKUs) of wide variety are being offered on the part of organized retailers, often in a self-service format while offering an experiential touch to consumers.

The Retail sector of India is now among top five fastest growing markets globally. Retailing in India is going to expand in the form of modern retail formats such as shopping malls. India has promising future; according to a recent report by mint, India's retail market is expected to double in next five years. It is expected that the overall retail market will grow at 12% per annum, but modern retail will grow twice as fast at 20% per annum. It is reported that the traditional trade will grow at 10% per annum. Hence the modern trade will grow to \$180 billion in 2020 from \$60 billion in 2015. The major drivers behind this growth are

likely to be growth in income especially disposable income has grown substantially, urbanization and attitudinal shifts.

## ORGANIZED RETAILERS

The organized retailing refers to the trading activities undertaken by licensed retailers that is those who registered themselves for sales tax, income tax etc. these include the corporate – backed hypermarkets and retail chains and also the privately owned large businesses<sup>5</sup>. The various forms of organized retail are **A)** Hypermarkets: they store products of multiple brands comprising of food items and non-food items. **B)** Supermarkets: these are self-service stores selling food and personal care products. **C)** Department stores: these stores retail branded goods in non-food categories. **D)** Specialty chains: these stores focus on branded products or product categories. **E)** Malls: a huge enclosure which has different retail formats. Organized retailing is based on the principal of unity and unorganized retailing is based on the principle of singularity<sup>7</sup>.

Organized retail is usually chain stores, all owned or franchised by a central entity, or a single store that is larger than some cut off point. The relative uniformity and standardization of retailing is the key attribute of organized

retail<sup>8</sup>. The single large department store is also an organized retailer.

### WHY ORGANIZED RETAILERS ONLY?

Organized retail sector opens a great deal of opportunities for Indian and foreign investors. This study is confined to organized retailing because of number of reasons and a huge untapped potential in organized retailing is a prominent one. The study will revolve around all major organized retailers in Kolhapur city, who make use of Retail Communication Mix to promote their products. For the sake of study, the researcher would like to consider organized retailers namely Big Bazaar, Reliance Mart, Star Bazaar, D-mart, and the like.

### TYPES OF RETAILING

Retailing is broadly classified into two categories namely store retailing and non-store retailing<sup>3</sup>. Store retailing is a form of conventional brick and mortar structure where owner or their staff has to be physically present to serve buyers. On the other hand non-store retailers do not need to find a physical place in the market and serve buyers physically. They sell their goods and services over internet or through kiosks. Store based retail formats can further be classified on the basis of form of ownership and merchandise offered.

### CONSUMER BEHAVIOR

Consumer behavior can be defined as the decision process and physical activity that individuals engage in while evaluating, buying, using or disposing goods and services. Hence, the study would make an attempt to know the changes that came about in the retail environment in terms of price, product, promotion etc and buying motives of the buyers.

### RETAIL COMMUNICATION MIX & CONSUMER BEHAVIOR

This research would focus on Retail Communication Mix which encompasses all communication activities including **personal selling, advertising, public relations, direct marketing, sales promotions and cyber marketing**, used by chief retailers in Kolhapur city. The ultimate purpose of RC Mix is to assist in the process of selling the product. Retail Communication Mix may not be called as an effective or successful unless it produces expected results i.e. increases product sales<sup>2</sup>.

### TYPES OF CONSUMER BUYING BEHAVIOUR<sup>5</sup>

**a. Routine Response/Programmed Behavior:** It is observed that while buying low cost products or merchandise needed on frequent basis, customers' involvement in the buying process goes down. Buying low involvement frequently purchased low cost items; need very little search and decision effort; purchased almost

automatically. Examples include soft drinks, snack foods, milk etc.

**b. Limited Decision Making:** Buying of products made occasionally. When you need to obtain information about unfamiliar brand in a familiar product category, perhaps you require a moderate amount of time for information gathering. Examples include Clothes--know product class but not the brand.

**c. Extensive Decision Making/Complex High Involvement:** Products that are unfamiliar, expensive and infrequently bought products with high degree of economic performance and psychological risk. Examples include cars, homes, computers, education etc. consumers are found spending a lot of time seeking information and deciding.

**d. Impulse Buying, No Conscious Planning:** The purchase of the same product does not always elicit the same Buying Behavior<sup>1</sup>. It has been observed that product can shift from one category to the next. E.g. Going out for dinner for one person may be extensive decision making (for someone that does not go out often at all), but limited decision making for someone else. The reason for the dinner, whether it is an anniversary celebration, or a meal with a couple of friends will also determine the extent of the decision making.

### RETAIL COMMUNICATION MIX

This research focuses on Retail Communication Mix which encompasses all communication activities including personal selling, advertising, public relations, direct marketing, sales promotions and online marketing, adopted by different organized retailers in Kolhapur city. The ultimate purpose of Retail Communication Mix is to assist in the process of selling the product. Retail communication strategy may not be called as an effective or successful unless it produces expected results i.e. increases merchandise sales and revenue<sup>9</sup>.

### SIGNIFICANCE OF THE STUDY

This study would be exploring the impact of Retail Communication Mix arrangements on consumer preferences and buying behavior with special reference to organized retailers in Kolhapur city. The potential findings and outcomes of the study would give insights to organized retailers for creating as well as evaluating communication mix strategies. The study brings to light great insights into consumer preferences and their buying behavior besides sources of information consumers use to make the purchase decision. The study would also help organized as well as unorganized retailers to take care of significant factors while carrying out in-store and out-store promotion activities. These days a large portion of society depends upon retailers in order to meet their necessities. Therefore the relationship between the customers and the retail players must be established and explored to make the communication effort fruitful and profitable.

## SCOPE OF THE STUDY

1. **Topical Scope** encompasses retail management, consumer behavior, retail communication mix and retail buying environment.
2. **Geographical Scope** of the present study is confined to **Kolhapur** Municipal Corporation of Maharashtra state.
3. **Analytical Scope** focuses on attainment of objectives set at the outset of the study, besides testing all hypotheses by working over collected data.
4. **Functional Scope** is limited to providing a set of meaningful suggestions which will help organized retailers under study in crafting foolproof strategies in respect of retail communication mix that may in turn modify the behavior of consumers in organized retailers' favor.

## II. RESEARCH QUESTIONS

The researcher encountered following research questions.

1. What could be the role of retail communication mix in modifying byers' behavior?
2. What could be the role of cutting edge technology in retail settings? How organized retailers have used technology in order to attract buyers and create a distinctive store image?
3. Do communication frequency and intensity vary with varying seasons and festive occasions? How do consumers react to these changes in communication arrangements?
4. What does store loyalty mean? How sales promotions have a bearing on consumers' loyalty towards store?
5. How and why consumers prefer certain stores and brands? Do sales attendants influence consumer preferences of merchandise?
6. Why do consumers visit certain stores frequently? Does it have anything to do with sore convenience?
7. How do websites and mobile apps modify consumer perception of organized retailer?

## III. OBJECTIVES OF THE STUDY

In today's competitive world, the importance of Retail Communication [RC] Mix cannot be ignored from a retailer's view point. RC Mix plays a major role in present market conditions in making or modifying the consumers' purchase decision. Every task is objectively oriented. The major objectives for this study are as follows:

- I. To study Retail Communication [RC] Mix on buying behavior of consumers of organized retailers in Kolhapur city.
- II. To study use of technology by organized retailers in order to attract buyers and create a distinctive store image.
- III. To find out the relationship between sales promotion initiatives and consumers' loyalty towards retail store.
- IV. To study the relationship between advice of retail sales attendants (Personal selling) and consumer preferences.

## IV. HYPOTHESES

Following hypotheses were made on the onset of the project:

### Hypothesis No. 1

H<sub>0</sub>: There is no significant relationship between sales promotion and consumers' loyalty towards retailer.

H<sub>1</sub>: There is a significant relationship between sales promotion and consumers' loyalty towards retailer.

### Hypothesis No. 2

H<sub>0</sub>: There is no significant relationship between cyber-marketing initiatives undertaken by an organized retailer and consumers' perception of retailer.

H<sub>1</sub>: There is a significant relationship between cyber-marketing initiatives undertaken by an organized retailer and consumers' perception of retailer.

## QUESTIONNAIRE DEVELOPMENT

The questionnaire was developed both in Marathi and English keeping in mind respondents' inability to understand and answer in English. Respondents were left with the choice of responding either in Marathi language or in English. The questionnaire had three parts, first part collects demographic information, second part collects responses of buyers at selected organized retail outlets in Kolhapur and the last part collects information about the store and its communication activities from the store managers and owners. Insights of store managers made a great contribution in designing the questionnaire.

## V. REVIEW OF LITERATURE

**Das G. and Kumar R. V. (2009)**<sup>13</sup> tried to find out the impact of retail sales promotion on consumer's buying behavior. The study revealed that after product satisfaction, sales promotion is the main reason for purchase of convenience goods. Sales promotion increases the basket size of the customer. They purchase somewhat more of their regular purchase due to promotion.



**Fox et al. (2004)**<sup>11</sup> – They have identified frequency of store promotion efforts and product assortment related factors to be highly influential on format choice in the grocery sector.

**Hutcheson et al., (1998)**<sup>12</sup> – The outcomes of this research confirmed that shoppers used a combination of the quality of staff, occurrence of low prices and the frequency of promotions in choosing a store.

**Haresh B. Vaishnani (2011)**<sup>14</sup> - This study has explored the effects of sales promotions on consumer preferences and brand equity perceptions. This research has brought to light many interesting facts about sales promotion. The outcomes of the study proved that consumers preferred cash discount as a sales promotion scheme compared to free gifts. It is concluded that males prefer newspaper and point of purchase material as a basis to know sales promotion schemes over females. The chief objectives of the study worked out by the researcher were as follows.

1. Studying consumer attitude towards the cash discount as a sales promotion scheme.
2. Comparing the consumer preferences between cash discount and free gifts.
3. Understanding media preference to know the sales promotion schemes information.
4. Examining consumer preferences of sale promotion schemes across demographic variables.

There were six hypotheses set by the researcher. Every individual purchasing the FMCG products in the state of Gujarat had been identified as a sampling element. The total sample size was 500 consumers buying FMCG products who were chosen by following convenience sampling method. Parametric & Non parametric tests of hypothesis testing, measure of central tendency and conjoint analysis were used to analyze the data. Researcher has used SPSS was for analyzing collected data. More specifically, T test, ANOVA as a parametric and non-parametric test, Mann Whitney U test, two samples Kolmogorov – Smirnov test, Chi square test and Median Test are used to test the various hypotheses. To test the normality one sample K test is used. Leven's statistics has been used to test the assumption of equal variance of interested variables. Furthermore, conjoint analysis has been used for measuring consumer preference of sales promotion schemes.

## RESEARCH GAP

Researcher observed that a great deal of preceding research articles have focused only on exploring retail formats such as specialty stores, discount stores, department stores etc. This is more specific research approach where researcher has paid exclusive attention to retail communication doings of modern retail formats of all kind. This study has

examined stores of varying sizes, discount stores, supermarkets, large apparel stores and hypermarkets in Kolhapur city. These retail formats tend to differ based on assortment, location, and pricing strategies and hence the extent to which they facilitate multi-purpose shopping. Supermarkets possess several key competitive advantages in comparison to traditional retail stores, including the ability to sell items at lower prices and the ability to offer consumers the convenience of one stop shopping.

## RESEARCH PROBLEM

Retail industry in India has undergone a noticeable transformation over a past few decades owing to Indian government's revolutionary decision and feasible atmosphere that invite foreign retail players to operate and serve the needs of Indian consumers. As a result, it is very interesting to understand what transformation took place in consumer preferences and their buying behavior. Indian consumers have also become more selective and demanding. This can ensure bright prospects for Indian retail sector in days to come. This all can constitute a major challenge for every retailer to attract desired number of consumers.

Hence to create a distinctive image of a retail store in the mind of consumers, one has to make the best use of Retail Communication Mix. Since the key to success of any business lies not only in having good products at store but also in being able to use an ideal communication mix that can modify consumer preferences and above all their behavior in the favor of retailers. Thus it is believed that use of the ideal mix of Retail Communication tools may help bring about desired change in consumers' preferences and buying behaviour. Retail Communication is one of the crucial factors in the marketing efforts employed by any organized retailer, responsible for product identification by the public & creating awareness among target customers for a firm's merchandise<sup>1</sup>.

## RESEARCH DESIGN

The proposed study is based on both primary and secondary data.

**a. Primary Data:** This is the first hand data which is not present in books, journals, reports etc. Primary data has been collected from two different respondents using two different questionnaires.

1. Store managers and staff
2. Shoppers at organized retailers under study

Getting access to genuine information was crucial to obtaining true results as a result store managers' views were absolutely indispensable. Researcher has collected needed information from store managers through an informal interview with them since most store managers were reluctant to furnish required information to detail. Thus through an informal dialogue with the store managers and

store staff researcher tried to collect needed information. Researchers' own observation during walkthrough around the store, have played an important role in gaining strong insights of consumer behavior and store communication.

Researchers have used a structured questionnaire in order to collect the primary data. While designing the questionnaire researcher had consulted most store managers over logical sequence of questions. Standing at store front and parking area researcher has filled in most questionnaires. Some questionnaires were emailed to friends and acquaintances who were buying at organized retailers under study.

**b. Secondary Data:** Researcher has reviewed relevant researcher articles as well as store websites in order to collect secondary data. Articles published in newspapers and magazines were thoroughly read at the university library. Since data of this form are readily available it is less costly and takes little time to collect. The main sources of the secondary data would be newspapers, magazines and journals, published reports of the retail industry and the Internet. Researcher has considered secondary data to facilitate and validate the research work. Following libraries have been visited by the researcher in order to review and study research thesis, articles, magazines and books.

**c. Sampling Plan/ Sample Design:** This study will follow descriptive research design. While designing the logical questionnaire to collect primary data from the sample, the researcher would emphasize on following major issues as shown below;

**d. Sampling Unit:** The sampling unit for the study is each individual retail customer who steps out of the retail store buying something. Researcher has paid least attention to the ticket size and bucket size of the respondents. Researcher has ignored all window shoppers or browsers to stores under study.

#### **e. Selection of organized retail store in Kolhapur**

There are averagely 50 organized retailers in total across Kolhapur city as on July 31, 2013. Researcher has considered 20% of total organized retailers i.e. 10 retailers. Researcher had a specific purpose for inclusion of certain organized retailers for the study at hand as a result below mentioned selection criteria was used for choosing organized retailer.

- 1) Only those organized retailers were chosen where researcher was assured of furnishing all needed information to this study.
- 2) The idea was exploring every type of store format.
- 3) Pioneers of organized retailing were given priority.
- 4) Organized retailers using retail communication activities frequently are considered on priority.
- 5) PAN India presence and popularity

6) Number of years an organized retailer is in existence at specific location.

7) Average monthly footfalls should exceed 500 browsers or customers.

#### **f. Selection of shoppers at organized retail stores in Kolhapur**

To estimate the exact number of shoppers at organized retailers under study was not possible as a result responses of buyers (not browsers) at each store have been considered as a first hand data for the present study. Researcher has mainly focused on middle age respondents keeping in mind their sense of responsibility towards family or household needs.

#### **g. Sampling Frame**

Consumers who shop something at organized retail outlets under study have capacity to generate an appropriate response; moreover the window shoppers or browsers' responses have been ignored. Researcher has given more emphasis on middle age individuals who are more sensitive to household responsibilities. Thus sampling frame constitutes all respondents in Kolhapur city, making purchases at stores under study.

#### **h. Sample Size**

Sample size can be viewed on two different levels. First, the size or number of organized retailers to be included for the study and second the number of respondents to be included for the study who buy at the selected organized retailers. From Dale M. Lewison's (1997) point of view, for retail research, the sample size between 400 and 500 is in most cases considered satisfactory. Crouch (1994) was of the opinion that for quantitative research, the minimum sample size should be around 300 and 500. Sekaran (1992) made statistical analysis and concluded that with the 1,000,000 population size, a sample size of 384 was considered to be good enough.

Thus keeping in mind the views of marketing experts, researcher wanted to contact 1000 buyers at 10 selected organized retail outlets in Kolhapur city. Though 1000 byers constituted the total sample size for the study, 824 questionnaires had been filled out and returned to the researcher. Researcher further found that only 623 questionnaires were complete in every respect for further analysis. It was found that many important questions were not answered by respondents and a number of questionnaires were incomplete. The number of samples to stores varies as there is a great deal of variation in number of footfalls. As a result a retailer, who attracts more shoppers, has been chosen to draw more samples at it. It means researcher has drawn more samples purposively at the retailer where walk in customers were large in number.

Samples have been contacted with the help of a structured questionnaire.

The selected organized retail stores are namely **Big Bazaar; Lucky Bazaar, Janata Bazaar [Pantaloons], Adarsha Bhima Vastram, Next Store, Jai Hind Collection, D-Mart, Star Bazaar, Raymond Shop, and Reliance Mega.**

**SAMPLE SIZE DETERMINATION**

**BB-** Big Bazaar- 150, **DM-** D-Mart- 150, **RM-** Reliance Mega- 150, **SB-** Star Bazaar- 150, **NS-** Next Store - 50, **ABV-** Adarsha Bhima Vastram - 50, **LB-** Lucky Bazaar- 100, **JB-**Janata Bazaar [Pantaloons]- 50, **RS-** Raymond Shop- 50, **JHC-** Jai Hind Collection- 100.

**i. Sampling Technique/Procedure:** Researcher has used Convenience Sampling Method for data collection. A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach. It would be perfect to test the entire population, but in cases where the population is just too large and it is not possible to include every individual, convenience sampling is used. Convenience sampling technique features fast way of subject selection, inexpensive, easy and the subjects are readily available.

**j. Sampling Area:** Research area for the proposed study was Kolhapur city (Kolhapur Municipal Corporation) only as a result researcher has ignored the responses of subjects outside Kolhapur.

**Table No. 1**  
**Stores & Sample Size**

(Source: primary data)

No. of Stores Approached	Considered for Final Study	No. of Respondents Approached	No. of Respondents Returned the Questionnaires	No. of Questionnaires Considered for the Final Study
27	10	1000	824	623

**STORE-WISE SAMPLE SIZE**

**TOTAL = 623**

**BB-** Big Bazaar- 97, **DM-** D-Mart- 113, **RM-** Reliance Mega- 89, **SB-** Star Bazaar- 121, **NS-** Next Store - 31, **ABV-** Adarsha Bhima Vastram - 23, **LB-** Lucky Bazaar- 62, **JB-**Janata Bazaar [Pantaloons] - 19, **RS-** Raymond Shop- 22, **JHC-** Jai Hind Collection- 46. (Source: primary data)

**Table No. 2 Summary of the Research Design**

Sr. No.	Parameters	Facts
1.	Research Instrument	Structured Questionnaire, Interview and Observation.
2.	Research Area	Kolhapur (M.S) city
3.	Sample Unit	Store managers and individual buyers

4.	Sampling Procedure	Convenience sampling
5.	Sample Size	623 byers and 10 store managers
6.	Type of Research	Descriptive & Investigative
7.	Study Period	July 2013 – June 2017
8.	Data Collection	Primary and secondary
9.	Data Analysis	Tabulation, Graphical representation, and Chi square test.
10.	Data Analysis Software	SPSS version 16

**PILOT STUDY**

A pilot study is, “A small-scale test of the methods and procedures to be used on a larger scale” (Porta, 2008). The essential purpose of carrying out a pilot study is to examine the feasibility of an approach that is proposed to finally be used in a large scale study<sup>10</sup>. The pilot study was carried out during July 2015 – December 2015 with the objective of evaluating the reliability and validity of the research framework. This study was carried out on 50 respondents of organized retailers under study. Based on the information received from the store managers, frequent buyers were given the first priority to participate in the pilot study. Researcher made sure that questions in the questionnaire were self-explanatory and clearly defines what they were intended for. Many respondents found to be unaware of certain terminologies of organized retailing. Researcher found that

1. Respondents had a difficulty understanding meaning of certain questions from the questionnaire
2. Certain questions were creating confusion and ambiguity
3. Certain English words were difficult to understand
4. It took minimum 20 – 25 minutes roughly for respondents to complete the questionnaire
5. Respondents were intentionally avoiding answering certain questions

On the basis of above findings researcher had redesigned the questionnaire and tried to simplify it. The questions creating confusion and ambiguity were redesigned by the researcher. There were 42 questions in the questionnaire which were reduced to 33 questions for the final study. Thus by sorting out all difficulties respondents had encountered researcher made sure that the new questionnaire was addressing all aspects of organized retailing. By using ‘Cronbach  $\alpha$ ’ research made sure that the research instrument was reliable and valid. The final questionnaire is shown in Appendix. The findings of the pilot study were clearly indicating that RE and RC mix does can have an effect to a larger extent on consumer buying behavior. The respondents participated in the pilot study were not given room in the final study of this research work.



## VI. DATA PRESENTATION AND INTERPRETATION

Table No. 3

P-Value Table – H1

Sr. No.	Parameters	P- value
1.	Yes, very often	0.0000000000
2.	Yes, often	0.0000000000
3.	Yes, sometimes	0.0000038024
4.	No	0.0000000000
5.	Not ever	0.0000000000

X-squared = 753.49, degree of freedom = 16, p-value < 2.2e-16

In the above table (Table No.5) of chi-square test, researcher observed that all the "P-values" are less than the smallest level of significance i.e. 0.05 as a result researcher rejects the null hypothesis H0 and **accept the alternative hypothesis H1. It means that there is a significant relationship between sales promotion and consumers' loyalty towards retailer.**

Table No. 4 P-Value Table – H2

Sr. No.	Parameters	P- value
1.	Yes, to the largest extent	0.0000000001
2.	Yes, to a larger extent	0.0000000000
3.	Yes, to a large extent	0.0000000000
4.	Yes, to a least extent	0.0000000000
5.	No effect at all	0.0000000000

X-squared = 857.83, degree of freedom = 12, p-value < 2.2e-16

In the above table (Table No.6) of chi-square test, researcher noticed that all the "P-values" are less than the smallest level of significance i.e. 0.05 hence researcher rejects the null hypothesis H0 and **accept the alternative hypothesis H1. It means that there is a significant relationship between cyber-marketing initiatives undertaken by an organized retailer and consumers' perception of retailer.**

## VII. FINDINGS & DISCUSSION

Earlier, shopping was all about buying goods and service but today it is about buying a pleasant experience besides merchandise. Organized retailers have certainly changed the way people used shop. A great deal of transformation can be witnessed in terms of retail atmospherics and communication doings. Kolhapur is going to be an emerging metro city in years to come as result big corporate houses are showing their presence in the city. Consumers' tastes and preferences have extensively changed owing promising economic conditions and varied opportunities.

Customers of Kolhapur have welcomed and responded positively to all modern retail formats. Indian organized retailer may witness more competition in days to come since favorable demographic structure is attracting international retailers to India. Thus with the right balance of store atmospherics and store communication doings today's organized retailers can succeed for sure. The communication activities retailers carrying out and the environment in which goods are being presented offer a powerful advantage to today's organized retailers.

## VIII. DIRECTIONS FOR FURTHER RESEARCH

One can further study the impact of specific promotion campaign or an advertising program run by organized retailer and its bearing on sales and revenue generation. There is an opportunity to compare communication doings of modern retailers and traditional ones. Big box retailers have made their presence felt more in urban areas (metros) instead of rural areas such as tehsils or towns; hence one can further study the approach of rural customers towards retail promotions of modern retailers. How virtual atmosphere and communication doings of online sellers (e-tailing) get perceived by customers can be an interesting area of further research.

## REFERENCES

- [1] Arens, W.F. et al. (2011), Contemporary Advertising and Integrated Marketing Communications, 13<sup>th</sup> Ed. McGraw Hill
- [2] Duncan, T. et al. (2008), Integrated Marketing Communications, 11<sup>th</sup> Ed. McGraw Hill
- [3] R. W. Lucky, "Automatic equalization for digital communication," *Bell Syst. Tech. J.*, vol. 44, no. 4, pp. 547-588, Apr. 1965.
- [4] C.R. Kothari (2009), Research Methodology, 5<sup>th</sup> Ed. New Age International Publishing House
- [5] Gupta S. L. (2007), Retail Management: An Indian Perspective Text and Cases, Wisdom Publications.