



KNOWLEDGE ABOUT RETAIL MARKETING MIX AMONG RETAIL HANDLOOM MARKETERS IN MARUTHAMUNAI

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Abstract

Retail marketing is an unavoidable area in marketing. Therefore, knowledge about retail marketing is also essential. Handlooms are marketed by retail marketers in Maruthamunai. The right understanding of retail marketing mix is important to support retail handloom marketers in Maruthamunai. On this basis, this study attempts to know the extent of knowledge that retail handloom marketers have about retail marketing for handloom products. This study is important in various ways. Review of literature has been conducted with the support of previous research works in several sectors and a simple research framework has been developed for retail marketing mix. Sample size was 108 which has been derived from the developed and known sampling frame of retail marketers. Data were collected from a stratified random sampling. Researchers have used descriptive statistics, correlation and regression for analysis purpose. It can be concluded that retail handloom marketers have more knowledge about product (variety, quality, design and brand name) and pricing (selling price, discount, payment period and credit terms) than place (distribution channel, inventory and transportation) and promotion (advertisement and public relation) in Maruthamunai. In toto, retail handloom marketers have knowledge about retail marketing mix in Maruthamunai and knowledge with respect to place and promotion need to be enhanced.

Keywords: Knowledge, Retail Marketing Mix, Retail Handloom Marketers, Maruthamunai.

1. Introduction

Zagzebski (2017) stated that knowledge is a highly valued state in which a person is in cognitive contact with reality. Knowledge is what a person knows about something. In this study, knowledge refers to whether retail marketers know about retail marketing mix or what



retail marketers aware of the retail marketing mix terms used by marketers in marketing. The term “retail” has been defined by various authors, sources, marketing thinkers, and so on. Retail Marketing Dictionary has defined retail as the sale of goods and services from businesses to an end user (called a customer). Once viewing at this definition, one can know that sales of product and services are targeted directly towards end customer or end user. There are no intermediaries between retailer and end user. End user directly comes with retailer and buys things as they want. Web sources have indicated that retail marketing is the process by which retailers promote awareness and interest of their goods and services in an effort to generate sales from their consumers. Major portion of the customers may be retailers in many of the businesses. When there are more consumers there may be more sales which may lead to more profit. Companies and organisations are using retailers for enhancing their sales and profits from long ago. From strategy point of view, retailers use a number of various strategies to market their goods and services to attract more consumers. Maruthamunai is a village which comes under the Urban Council of Kalmunai, Ampara District, Eastern Province of Sri Lanka. A large number of customers are coming to Maruthamunai to buy handloom. There is a good demand for handloom products nationally (Source: Interview of few retailers). The demand for handloom items marketed in Maruthamunai may be enhanced with the right understanding of retail marketing mix. There are previous findings of research works that were carried out in various industries in different countries and in different time periods. Rafiq and Ahmed (1995) studied about using the 7Ps as a Generic Marketing Mix which was an exploratory survey of UK and European Marketing Academics. Wolfe and Crotts (2011) studied about marketing mix modeling for the tourism industry which was a best practices approach. Durmaz (2011) studied about a theoretical approach to the concept of advertising in marketing. Cengiz and Yayla (2007) studied about the effect of marketing mix on positive word of mouth communication that was evidence from accounting offices in Turkey. Grönroos (1994) studied about from marketing mix to relationship marketing towards a paradigm shift in marketing. But, there research findings from retail marketers of handloom products are rare. Studies with respect to the knowledge level of retail handloom marketers are also rare. Therefore, it is important to educate retail marketers to know more about retail marketing mix for handloom products in Maruthamunai.

1.1 Research Question and Research Objective

Researcher raises the following research question and set a research objective as mentioned in Table 1.

Table 1: Research Question and Research Objective

Research Question	Research Objective
To what extent, Retail Handloom Marketers are knowledgeable about Retail Marketing for Handloom products?	To know the extent of knowledge that Retail Handloom Marketers have about Retail Marketing for Handloom products



1.2 Significance of the study

Retailing or retail marketing has been growing time to time. In business world, retailing has entered into different sectors B2C, B2B and e-tailing. Noad and Rogers (2008) studied about the importance of retail atmospherics in B2B retailing in the case of BOC. Researchers have mentioned that Consumer retailing atmospherics has been subject to considerable examination and proved to be influential in maximising the potential sales of stores. However, industrial (B2B) retailing has been generally overlooked by academic studies. Therefore, studying retail marketing is not only important in B2C but also in B2B. On this basis, this study is important. Finding of this study may promote the retail marketers to know their knowledge level in retail marketing mix. The weak areas of retail marketing mix can be enhanced by the retail marketers. There are sufficient numbers of studies in other sectors but there are few studies in handloom sector. Thus, this study is expected to remove this literature gap. Studies and literatures have proved that the role e-commerce, specially e-tailing plays a significant role in business and marketing.

2. Review of Literature

Few studies have been reviewed. These reviews are based on previous literatures in retail marketing. Blut, Teller and Floh (2018) studied about testing retail marketing-mix effects on patronage that was based on a meta-analysis. This meta-study synthesizes prior research into one comprehensive framework. We use 14,895 effect sizes reported by more than 239,000 shoppers from 41 countries extracted from 350 independent samples, to test the impact of 24 marketing-mix instruments on retail patronage. It investigated the direct and indirect effects of these instruments on store satisfaction, word of mouth, patronage intention, and behaviour. Product and brand management related instruments display the strongest effects on most outcome variables, whereas price, communication, service and incentive management instruments affect only selected outcomes. Distribution management turns out to be of secondary importance. Azeem and Sharma (2015) studied about elements of the retail marketing mix that was based on a study of different retail formats in India. The purpose of this research was to compare the different retail formats and study them in the light of the various elements of the Retail Marketing-Mix. Specialty Stores, Hypermarkets, Convenience Stores and Department Stores were examined on the attributes of Quality, Length of Assortment, In-store services, Price, Location, Floor Space, Promotion, Loyalty Programs, Personnel Management, Ambiance and Operational Excellence to determine the importance of different elements of Retail Marketing-Mix for different formats. The data were collected using self-administered questionnaires from various retailers belonging to different category of retailers (n = 90). Results revealed that each store attribute holds different importance for different formats.

Charles, Tino and Bill (2005) studied about the Sale the 7 Cs of teaching/ training aid for the e-retail mix. Researcher has approached this study by reference of other authors’ versions of the marketing, retail and e-retail mixes and developed a simplified framework. The findings of this study has revealed that convenience, customer value & benefit, cost to the customer, computing & category management, customer franchise, customer care & service and communication & customer relationships. Dennis (2004) studied about multi-channel marketing in the retail environment. This study has used a case study. This study considered the use of multi-channel marketing by REI which is a 66-year-old purveyor of specialty outdoor gear and apparel. Study has discussed about the essential components of multi-channel marketing used by REI. Rod (1990) has studied about packaging as a retail marketing tool. This study has examined about how packaging colour and the way it can affect sales by consumers’ subconscious colour associations. Major packaging suppliers monitor consumer trends and technological advancements, aware that packaging is “the silent salesman”. Francis (1997) studied about retail marketing from distribution to integration. This study used a review on retail marketing. This study has suggested that a reorientation is needed for the role of retailers which focuses on integrated communications and the management of customer relationships.

2.1 Research Framework

Figure 1: Retail Marketing Mix is taken as research model that has been developed from Kotler and previous reviews of literatures. Variables used in this model have been applied for Marketing Mix but in this study, researcher used them for retail marketing mix.

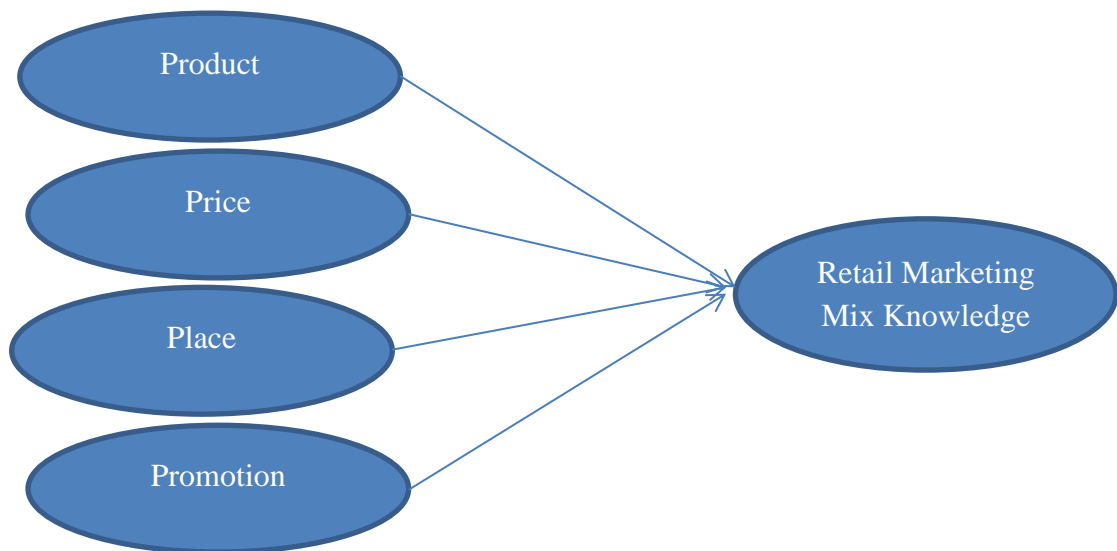


Figure 1: Retail Marketing Mix

(Source: Variables Taken from Kotler and Review of Literature)

2.2 Operationalisation

Table 2 tabulates simple operationalization of Retail Marketing Mix Knowledge.

Table 2: Retail Marketing Mix Knowledge

Variables	Items	Questions
Product	1. Variety 2. Quality 3. Design 4. Brand name	04
Pricing	1. Selling price 2. Discount 3. Payment period 4. Credit terms	04
Place	1. Distribution channel 2. Inventory 3. Transportation	03
Promotion	1. Advertisement 2. Public relation	02
Knowledge about retail marketing mix	1. Product knowledge 2. Price knowledge 3. Place knowledge 4. Promotion mix knowledge	04

(Source: Variables Taken from Kotler and Review of Literature)

3. Methodology

3.1 Respondents

Respondents are retail marketers who market handlooms in Maruthamunai.

3.2 Sampling frame

Researcher developed a sampling frame of retail handloom marketers in Maruthamunai. On the basis of the sampling framework developed as tabulated in Table 3, study was conducted.

Table 3: The Sampling Frame

Division No.	Retail handloom marketers
1	50
2	70
3	60
4	80
5	100
6	150
Total	510

(Source: Developed by Researcher)

3.3 Size of population and sample

Since population size of retail marketers who market handlooms in Maruthamunai is now known to the researcher. i.e., Out of developed and known sampling frame of retail marketers, a sample size was determined as 108 as tabulated in Table 4. Researcher did not use any formula for calculating sample size. Instead, researcher has taken more than 20% of the sample size from the population.

Table 4: Sample Size

Division No.	Retail handloom marketers	Sample
1	50	11
2	70	15
3	60	13
4	80	17
5	100	21
6	150	31
Total	510	108

(Source: Developed by Researcher)

3.2 Sampling technique

A Stratified Random Sampling was applied as a technique for collecting data from sample retail marketers.

4. Data Presentation and Analysis

Researcher conducted descriptive statistics, correlation and regression for analysis purpose.

4.1 Results and Discussion of Finding

4.1.1 Descriptive Statistics

Product that included variety, quality, design and brand name has mean, median and mode values that is equal to 3 and above. Pricing that embraced selling price, discount, payment period and credit terms has mean, median and mode values of 3 and above. Place that covered distribution channel, inventory and transportation has mean, median and mode values of 3 and above. Promotion that embraced advertisement and public relation has mean, median and mode values of 3 and above. Knowledge about retail marketing mix that covered

knowledge about product, price, place and promotion mix has mean, median and mode values of 3 and above.

4.1.2 Correlation

Correlation between product, pricing and marketing mix knowledge have correlation values that are greater than 0.8 whereas correlation between place, promotion and marketing mix knowledge have correlation values of greater than 0.5 as tabulated in Table 5. These refer to that Retail Handloom Marketers in Maruthamunai have more product and pricing knowledge that place and promotion knowledge.

Table 5: Correlations

		Product Knowledge	Pricing Knowledge	Place Knowledge	Promotion Knowledge	Marketing Mix Knowledge
Product Knowledge	Pearson	1	.662**	.509**	.553**	.823**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	108	108	108	108	108
Pricing Knowledge	Pearson	.662**	1	.508**	.492**	.817**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	108	108	108	108	108
Place Knowledge	Pearson	.509**	.508**	1	.945**	.510**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	108	108	108	108	108
Promotion Knowledge	Pearson	.553**	.492**	.945**	1	.543**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	108	108	108	108	108
Marketing Knowledge	Pearson	.823**	.817**	.510**	.543**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	108	108	108	108	108

** . Correlation is significant at the 0.01 level (2-tailed).

4.1.3 Hypotheses Testing

The following 4 null hypotheses as tabulated in Table 6 have been set in this study. All the 4 null hypotheses have been written in negative forms. p values of null hypotheses are below significance level. Thus, all the 4 null hypotheses are rejected and all the 4 alternative hypotheses are accepted. Rejecting null hypotheses and accepting alternative hypotheses refer to that there are relationships between product, price, place and promotion and retail marketing mix.

Table 6: Hypotheses Testing

Null Hypotheses	p value	Significance level	Reject
Product is not related to retail marketing mix	0.000	0.05	Reject
Price is not related to retail marketing mix	0.000	0.05	Reject
Place is not related to retail marketing mix	0.000	0.05	Reject
Promotion is not related to retail marketing mix	0.000	0.05	Reject

4.1.4 Regression

Regression analysis is based on model summary, ANOVA and coefficient as outlined in this section.

4.1.5 Model Summary

As per Table 7, R and R square values are 0.813 and 0.806 respectively. These values refer to that product, pricing, place and promotion have explained around 81% of the variation on overall retail marketing mix knowledge of Retail Handloom Marketers in Maruthamunai.

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902 ^a	.813	.806	1.218

a. Predictors: (Constant), Promotion, Pricing, Product, Place

4.1.6 Analysis of Variance

As per table 8, Values of SS Regression, SS Residual and SS Total are 665.726, 152.903 and 818.630 respectively. Values of degrees of freedom are 4, 103 and 107 respectively. Values of MS Regression and MS Residual are 166.432 and 1.484 respectively. F statistics is 112.113 which is significant. This refers to that overall model is significant.

Table 8: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	665.726	4	166.432	112.113	.000 ^b
	Residual	152.903	103	1.484		
	Total	818.630	107			

a. Dependent Variable: Marketing Mix Knowledge
b. Predictors: (Constant), Promotion, Pricing, Product, Place

4.1.7 Coefficient

As per Table 9, i.e. from coefficient table, the following regression formula can be created.

$$\text{Marketing Mix Knowledge} = 0.895 + 0.464 * \text{Product} + 0.446 * \text{Pricing} + - 0.164 * \text{Place} + 0.302 * \text{Promotion}$$

Table 9: Coefficient

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	.895	.621		1.442	.152
	Product	.464	.060	.476	7.759	.000
	Pricing	.446	.054	.489	8.254	.000
	Place	-.164	.133	-.165	-1.232	.221
	Promotion	.302	.210	.195	1.434	.155

a. Dependent Variable: Marketing Mix Knowledge

5. Conclusion

Descriptive statistics revealed that Retail Handloom Marketers in Maruthamunai have more knowledge about product (variety, quality, design and brand name) and pricing (selling price, discount, payment period and credit terms) than place (distribution channel, inventory and transportation) and promotion (advertisement and public relation). Results of correlation



have also proved the similar results. Correlation between product, pricing and marketing mix knowledge are greater than that of place, promotion and marketing mix knowledge. Results of Regression has revealed that product, pricing, place and promotion have explained around 81% of the variation on overall retail marketing mix knowledge of Retail Handloom Marketers in Maruthamunai. On an overall basis, Retail Handloom Marketers in Maruthamunai have knowledge about retail marketing mix. However, knowledge on place and promotion need to be enhanced.

6. Limitation of this Study

This study has been conducted for retail handloom marketers in Maruthamunai. Researcher developed a sampling frame for taking sample size. There might be few changes in number of population. This study has been conducted in a particular geographical area. Findings of this study may not be generalized but limited to study area only.

7. Future Research Avenues

Since this study has few drawbacks researcher allows future researchers to carry out further research studies minimizing all possible limitations mentioned in this study.

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