

Contrasting Contemporary Advertising Media Strategies of Small Retail Firms: The Mediating Role of Media Effectiveness on Firm Performance

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Abstract: This paper is an investigation contrasting modern and traditional advertising media from the perspective of small retail firms in Limpopo province of South Africa. Prior studies established juxtaposition in terms of media choices which continuously challenges businesses at large, per se, small retail businesses. A cross-sectional survey, through a purposive sampling technique of a subsequent sample size of 236 owners and managers of small retail firms was utilised in this research. Descriptive statistics, correlation and exploratory factor analysis (EFA) were used in data analysis. Furthermore, structural equation modelling (SEM) was used in hypotheses testing. The findings of the study posit that traditional advertising media have no significant influence on communication effectiveness and the performance of small retail SMEs. Contrarily, modern advertising media was found to positively and significantly influence the performance of retail SMEs. The practical implications of this study primarily pertain to the demise of traditional advertising media in the contemporary environments which business people need to consider. Theoretically, the study posits a review of the theory that pertains to the use of traditional media juxtaposed to modern media in contemporary advertising.

Keywords: *Modern Media, Traditional Media; Media Effectiveness; Firm Performance; SEM*

1. Introduction

Contemporarily, there are two broad categories of advertising, namely, traditional and modern advertising which are defined by the typologies of media. Noticeably, traditional media forms are continuously being transformed to be consistent with recent tastes and trends (Shivarudrappa, 2014). Eventually, this creates a juxtaposition in the contemporary world whereby the new media and traditional media are prevalent. Advertising is regarded as a non-personal communication conveyed and paid for by the marketer pertaining to a product or idea (Bachnik, Nowacki, & Szopinski, 2018; Du Plessis, Van Heerden, & Cook, 2012). Traditionally, advertising messages or commercials were communicated utilising conventional media such as television, radio, newspapers, magazines, outdoor displays, car cards, fliers, directories and direct mails (Kotler, & Armstrong, 2010). Thus, the advent of online communities has resulted in the disappearance of the chasm between brands and consumers by crafting a dyadic communication platform leading to sprouting of an innovative plethora of advertising media (Thornhill, Xie, & Lee, 2017). The definition of advertising is expanding to encapsulate the potency to convey marketing communication messages about an organisation offered by the generality of mass mediums such as television, radio, print media, internet and social networks (Russo, & Simone, 2017; Peter, & Donnelly, 2009). Consequently, the contemporary milieu of advertising media include both traditional and new forms of media. New media advertising encapsulates numerous benefits, such as rapid customisation (Bachnik et al., 2018), decreased cost (Russo, & Simeone, 2017; Woerndl, Papagiannidis, Bourlakis, & Li, 2008), high flexibility (Okazaki & Taylor, 2013).

With the acquisition of traffic, ease measuring and user tracking, ability to effectively manage access and frequency, modern advertising media potentially reach large audiences relatively quicker through social contacts (Okazaki, & Taylor, 2013; Hanafizadeh, & Behboudi, 2012; Woerndl et al., 2008). Furthermore, the credibility of messages delivered to customers on social networks is deemed very high (Evans, & McKee, 2010). With this wide spectrum of benefits encapsulated in modern media advertising, the question of where to invest communication budgets has baffled researchers and marketing practitioners contemporarily, especially within the retailing industry. Undeniably, modern media has radically transformed the communication platforms in terms of speed, composition, and information accessibility by customers, now and in the future (Thornhill et al., 2017; Zhang, & Peng, 2015; Shivarudrappa, 2014). Even small businesses are utilising social media to enhance their visibility and sustainability in the contemporary competitive business environments. Howbeit, brand building on the internet has proven to be a daunting task for retailers. A challenging issue for many retailers is bridging the gap between marketers and consumers on

these social media (Campbell, & Bickle, 2017). Brand building on the internet should be clear, consistent and reflecting leadership not only in the implementation of online advertising, but also in respect of the overall construction of the brand (Campbell, & Bickle, 2017).

The common challenge expressed by both experts and management is that plausible ramifications on brands image exist in the absence of clear strategies and policies to effectively manage contemporary media (Hutter, Hautz, Dennhardt, & Füller, 2013). As such, the threats of new age advertising media can potentially lead retailers to prefer traditional media. Therefore, this study engages a holistic approach and examines the effectiveness of modern and traditional advertising media amongst retail shops. This study aims to establish the effectiveness of traditional and modern advertising on firm performance in retail SMEs. The study contributes to the theory and practice of advertising by investigating the existing premises that traditional media can be integrated with modern media in contemporary advertising strategies. The study utilises small retail SMEs to discover the extent to which the two categories of media are compatible in contemporary environments.

Objectives: The following were the objectives of the study:

- To compare the effectiveness of modern and traditional advertising media amongst retail SMEs.
- To identify challenges which retail shops encounter in using modern and traditional advertising media.
- To assess advertising strategies which retail shops implement.
- To ascertain the relationship between modern and traditional advertising media and the subsequent impact on firm performance.

2. Review of Related Literature

Retailing in South Africa: Retailers inhabit a crucial position in South Africa and shopping centres are increasingly being central in the nation's economic activity resulting in numerous progressive consequences in the wider economy (Nelson-field, Riebe, & Sharp, 2013). The South African retail sector is encapsulated by major organisations, namely; Edcon, Pick n Pay, Shoprite, Spar, Woolworths as well as Massmart (Prinsloo, 2010). According to the Global Retail Development Index (GRDI, 2017), South Africa is considered as 26th amongst 30 developing nations scoring 40.2, a drop from the year 2010 where it ranked 24th with a score 41.7. The GRDI annually publishes statistics ranking developing nations pertaining to international retail growth where nations are rated utilizing a 100-point scale. A higher rating entails that there is a superior urgency for retailers to consider investing in that particular country. The retail industry's contribution has been growing. For instance, 2017, together with accommodation and wholesaling, retailing contributed R627 billion to the total GDP value of R4.7 trillion. Noticeably, if the unregistered informal retail trading transpiring in the streets could be accounted for, the retail industry's economic contribution is extremely substantial (StatsSA, 2017). On the other hand, the retail industry in South Africa is deemed to contribute significantly towards employment creation particularly for the youth. Despite the lack of skills amongst the South African youth, the retail industry has contributed immensely by creating employment and training as salespersons, cashiers and other lines of work.

With the continuous sprouting and growth in the retail businesses, the contribution in employment is expected to continuously rise. The South African retail sector is regarded as highly vigorous and participants relentlessly seek sustainable methodologies. Firstly, one of the challenges facing the organised retail sector in South Africa is the competition from the unorganised sector. Similarly, in South America, huge retailers experience heightened competition from small retail participants (Hanafizadeh, & Behboudi, 2012). Alternatively, small retailers are faced with poor infrastructure and lack of basic amenities as they are located in less developed locations (Nelson-field et al., 2013). Overall, retailers also experience heightened competitive activities from retailers in electronic marketing spaces from firms like Amazon.com with online applications that enable shoppers to access product images and videos and make comparisons. Subsequently, such comparisons enable consumers to make orders from online competitors through mobile devices. Thus, intermittent demand, new products, erratic prices and changes in competitive promotions are continuously confronting retail SMEs (Du Plessis et al., 2012).

Modern Advertising Media: This phenomenon has emanated as a result of businesses interacting with their customers through social media conversations. Jones, Borgman, and Ulusoy (2015) posit that social media marketing constitutes online advertisements shared through social media communities or networks. Through the rapid growth of social media patronage by customers, marketers increasingly realise the potentials of utilising social media marketing in communicating with large consumer audiences. Shivarudrappa (2014) indicates that the conventional approach which follows the one-to-many approach in conveying marketing messages to latent customers has ceased to be collaborative, effective and competitive in communication. Zimmerman, and Sahlin (2010), opine that new media communication utilises social networks in achieving communications goals that can reach all sorts of customers who are active on social media. Thus, modern media has enabled more ordinary customers to relay experiences and opinions pertaining to products at reduced or no cost on a global platform (Okazaki, & Taylor, 2013). Consequently, marketers that have embraced and began trialling with these new channels have enhanced future prospects of success (Gillin, 2009). According to Corstjens, & Umblijs, (2012) retailers that positioned themselves early on social media in reaching out to their customers relatively performed better pertaining to market share, profitability as well as market leadership.

Besides the noticeable success, cluttering on social networks is affecting new media advertisements (Thornhill et al., 2017). For instance, Nelson-Field et al. (2013) empirically established how cluttering on social networks demises the ability of Facebook users to recall advertisements. Besides Facebook, defined as website pages published and updated by an individual or more people, blogs are another famous social media (Zhang, & Peng, 2015). For firms, blogs are linked to the business's main website for easy accessibility by visitors. Customers can subscribe to firms' blogs via Really Simple Syndication (RSS) feed and keep abreast of marketing information from the business. A blog enables firms to establish credibility with contemporary consumers who are highly participative in the blogosphere (Kilian et al., 2012) by posting comprehensive information about the firm (Okazaki, & Taylor, 2013). Other social media tools common today include, LinkedIn, Twitter, my space etc. Established in 2002 and unveiled the following year, LinkedIn is a networking platform primarily for linking up people for professional purposes (e.g. employment and business prospects) (Shaltoni, 2017). Peter, and Donnelly (2009) categories LinkedIn as a modern media networking site specifically designed to build professional networks. Nowadays, firms utilise Twitter in order to directly connect with their clients and broadcast noteworthy information (Shaltoni, 2017). Twitter involves real-time information sharing through the so-called tweets and gives firms opportunities to go viral.

Regardless of the characters in Twitter posts being only a maximum of 140, it is a highly versatile and crucial platform to link the brand with masses of consumers (Neff, 2013). Many firms have incorporated social media advertising and experienced substantive decreases in advertisement expenditure. Overall, Childers, Peck, and Carson (2001) assert that with fascinating nature of modern shopping and the essence of social media, the value accruing towards firms because of these new media is on the rise. The prowess of social media results in high levels of joy as customers has the opportunity to individually examine the products being procured (Okazaki, & Taylor, 2013). However, social media still comes short of the tangible experience that comes with classical marketing. For instance, most items sold are comprised of vital characteristics which influence the entire purchasing process. The features include weight, texture, and firmness that need integration of senses prior to concluding on a purchase. Nonetheless, it is imperative that the role of modern media in facilitating purchases of products is increasingly proliferated in the markets since the new media enables consumers to view and interact with their suppliers online (Nelson-Field et al., 2013). Thus, the study postulated the following hypotheses to investigate the effect of modern media on retail SMEs:

H1: Modern advertising media influences the communication effectiveness of retail SMEs in South Africa.

H2: Modern advertising media have an impact on the performance of retail SMEs in South Africa.

Traditional Advertising Media: Regardless of online and social media marketing having occupied an uttermost position contemporarily, this seldom implies the automatic demise of traditional advertising (Shivarudrappa, 2014). Latent literature outlines that television advertising is still a pertinent technique in traditional marketing. Evidently, customers are still influenced to make decisions based on an advertisement from traditional media. As such, there is no doubt that in many industries marketers still rely on the television, newspapers, magazine etc. in achieving marketing communication objectives. This means that

these traditional marketing methods are still relevant and acceptable approaches. Interestingly, even young people consider print media sources as conveying essential information and appropriate in guiding buying decisions (Kilian et al., 2012). With the advent of online formats of traditional media offering more opportunities to interact more effectively with consumers, trust in traditional advertising is revitalised and becoming more pervasive and persuasive (Nielsen et al., 2013). Traditional advertising is associated with high costs and this maybe a major hindering factor for small business (McCann, & Barlow, 2015). The costs associated with traditional media are primarily on advertisement creation, regardless of it being done in-house or outsourced. Also, it is costly to obtain the appropriate advertisement spot on traditional media such as the radio, television or in the newspapers (Neff, 2013).

Furthermore, Russo, & Simone, (2017) argue that the reliability of traditional media is subject to scrutiny as customers regard them as less reliable sources. However, due to many people obtaining their news from online sources, there is a huge potential for online advertising revenue of these media to continuously increase (Buchwitz, 2018; Graham, & Greenhill, 2013). Thus, Graham, & Greenhill (2013) argue that there is a need to improvise on innovative strategies if traditional advertising strategies are to remain pertinent in the eyes of contemporary consumers. For, it is detrimental to continue with the same traditional approaches without considering modifications to be apt in the digital age. As Jones et al. (2014) cite, for small business there is need to include traditional media and not totally disregard them by considering ‘a middle-the-road’ approach that incorporates marketing opportunities emanating from both media. To investigate the influence of traditional media in the contemporary context, the study proposed the following hypotheses:

H3: Traditional advertising media influences the communication effectiveness of retail SMEs in South Africa.

H4: Traditional advertising media have an impact on the performance of retail SMEs in South Africa.

Media Effectiveness and Firm Performance: The effectiveness of advertising media should be examined in the context of how contemporary media contributes to firms attaining their positive firm performance (Bannor, Asare, & Bawole, 2017). Due to the escalating quest for marketers’ feedback, it is imperative to emphasis measuring short and long-term effectiveness of media against marketing communication goals (McCann & Barlow, 2015). The efficacy and utilisation of communication media have transformed throughout the years, positing that the effectiveness of media is bound to change with time. For instance, there is a noticeable decline in the effectiveness of traditional media which seems to emanate from the arrival of new media (Bannor et al., 2017). Accordingly, the effectiveness of marketing communications is determined by preciseness in targeting specific behavioural classifications or objectives. New advertising media enables retailers to decrease costs, not only by providing brand awareness for relatively low expenses, but also allowing them to globalise from online platforms. Through the internet, retailers will not only offer their products and services locally, but globally. As a result, this will increase economic growth as customers from across the world will buy the products using e-commerce (Du Plessis, Strydom, & Jooste, 2012). Social networks present various superior opportunities for marketers than traditional media (Russo & Simone, 2017).

Kilian et al. (2012) established that social media is more operative than traditional media in brand and product positioning within the contemporary environments. Hutter et al. (2013) argue that social media exposure of customers to the products has reflected more positive assertiveness toward the brand compared to exposure through online magazines or newspapers. Advertising effectiveness should contribute towards the various firm performance metrics, regarded as financial and non-financial. Ascertaining advertising performance is a procedure that affords feedback on the outcomes of marketing undertakings. From the financial point of view, advertising effectiveness could be defined as a return on investment in marketing activities in the firm (McCann, & Barlow, 2015). Over and above, it is imperative that firms need to carefully consider the purposes their assets will be spent on. In the context of advertising, business performance is essential for corporate budgeting and compensation as well as promotional decisions. Due to the growing demand for marketer’s knowledge, it is necessary to focus on the framework where it is possible to measure both short-and long-term financial impacts on enterprise marketing investment (McCann, & Barlow, 2015). On this background, the following hypothesis was postulated:

H5: Communication effectiveness has an impact on the performance of retail SMEs in South Africa.

3. Methodology

Purposive sampling technique was utilised in this research due to the fact that the majority of SMEs in the study area are unregistered rendering it difficult to establish a reliable sampling frame. The research was conducted using the survey technique at the hand of a self-administered questionnaire which was disseminated through the door to door mechanism. Most questionnaire items were developed for this study and to ascertain the reliability of the instrument and internal consistency of the scale utilised, a Cronbach's alpha reliability coefficient (CRA) of 0.70 or higher was acceptable for the utilised instrument (Nunnally, 1978). For hypothesis testing, the study utilised the structural equation modelling (SEM) approach using AMOS version 24. The SEM statistical technique is utilised in this study for ascertaining the research model and the interrelationships between the variables. SEM is a second generational statistical tool constituting two primary models. Firstly, the measurement model also called the outside model investigates each latent variable utilised and the associated items used to measure the variable. Secondly, the structural model constitutes the analysis of relationships between latent variables (exogenous or independent variables and endogenous or dependent variables). SEM is also deemed as a versatile and highly effective estimation approach pertaining to a set of different multiple-regression equations estimated concurrently (Hair et al., 1998).

4. Results & Data Analysis

Sample Characteristics: The research sample in this study comprised of 236 owners and managers of SMEs in the Capricorn District Municipality of the Limpopo province. Initially, a total of 450 questionnaires were distributed. Thus, the response rate in the study was 52%. As illustrated in Table 1, most of the participants were male (55.5%), within the ages of 31-40 years (38.6%) and were mainly owners (69.5%) and not managers. Additionally, of the small retail firms represented in the study, the majority employed 5 workers and below (41.5%) and found in urban areas (79.7%).

Table 1: Sample Characteristics

Variables	Category	Freq	%	Variables	Category	Freq	%
Gender	Male	131	55.5	Position in business	Owner	164	69.5
	Female	105	44.5		Manager	72	30.5
Age	Below 20	22	9.3	Number of employees	5 and Below	98	41.5
	20-30 years	52	22.1		6-20	77	32.6
	31-40 years	91	38.6		21-50	35	14.8
	41-50 years	48	20.3		51-200	26	11.1
Above 50	23	9.7	Location of business	Rural	48	20.3	
				Urban	188	79.7	

Structural Equation Modelling: Firstly, factor analysis was conducted through principal component analysis (PCA) and varimax rotation to determine to determine the possibility of reducing the data into a few crucial factors. Prior to conducting PCA, data was first checked for sample adequacy through Kaiser-Meyer-Olkin (KMO) test, of which all the items had KMO values above 0.5 which is considered as suitable for factor analysis (Tabachnick, & Fidell, 2007). The Bartlett's Test of Sphericity (BTS) was used together with KMO and BTS ought to be significant ($p < .05$) for the applicability of factor analysis (See Table 2).

Table 2: Descriptive Statistics

Measures	MEAN	SD	EIGEN	TVE (%)	KMO	BTS
Modern Media	4.18	1.244	3.913	84.306	0.905	0.000
Traditional Media	2.68	0.717	2.825	70.283	0.879	0.000
Effectiveness	3.56	1.330	2.647	83.424	0.897	0.000
Performance	3.98	1.248	2.821	16.343	0.680	0.000

Measurement Model: The results of CFA under measurement model portrayed acceptable fitness (chi-square = 43.340; DF = 21; p = 0.000; NFI= 0.950; CFI = 0.958; TLI = 0.936; chi-square/DF=2.064 and RMSEA=0.054). Furthermore, reliability and validity were tested using composite reliability (CR) and average variance extracted (AVE) were calculated, respectively. The results indicated satisfactory consistency as all CR values were above 0.70 and most SFLs were above 0.50. Data was assessed for reliability and validity. The results of SFLs show satisfactory internal consistency as all the values were above the recommended value of 0.45 (Hair et al, 2010). Also, the figures for Cronbach's alpha consistently show acceptable reliability of the constructs.

Table 3: Measurement Model, Validity and Reliability Assessments

Constructs	Items	SFLs	CRA	CR	AVE
Modern Media	MM1	.772	.845	0.895	0.681
	MM2	.839			
	MM3	.861			
	MM4	.827			
Traditional Media	TM1	.728	.786	0.863	0.612
	TM2	.788			
	TM3	.782			
	TM4	.829			
Effectiveness	Eff1	.702	.787	0.814	0.523
	Eff2	.726			
	Eff3	.753			
	Eff4	.709			
Performance	FP1	.768	0.759	0.763	0.617
	FP2	.802			

Furthermore, the tests for validity were determined through inter-construct correlation analysis and as shown in Table 4, the correlation values were not above 0.80 indicating divergent validity. The correlation coefficients ranged between -0.084 and 0.416 which is all satisfactory. Divergent validity as ascertained through inter-construct correlation coefficients contrasted to square roots of AVE. All the square roots of AVE figures, as presented along with the diagonal in bold (See Table 4), exceeded their respective correlation coefficients. For convergent validity, all the SFLs exceeded the threshold of 0.50, thereby signifying excellent convergent validity (See Table 3).

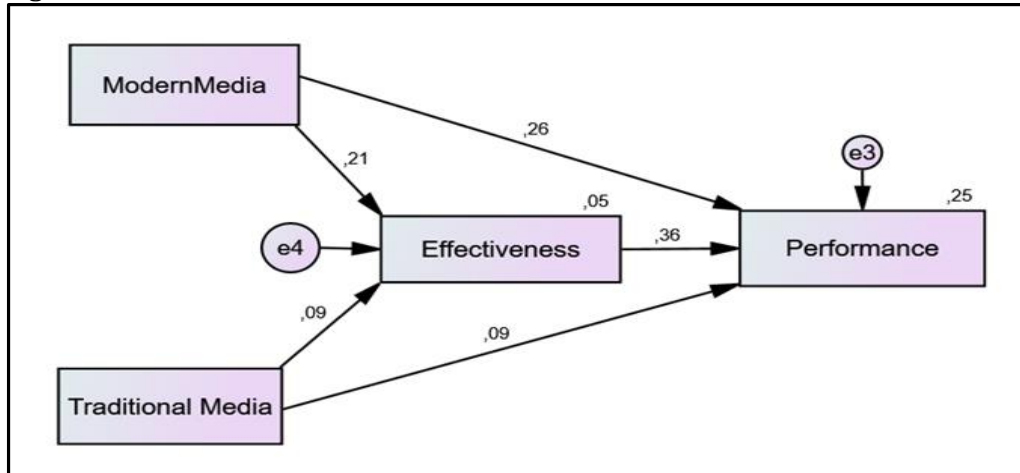
Table 4: Inter-Construct Correlations and Square Root of AVE

	Modern Media	Traditional Media	Effectiveness	Performance
Modern Media	0.825			
Traditional Media	-0.084	0.783		
Effectiveness	0.198	0.076	0.723	
Performance	0.324	0.091	0.416	0.785

Note: Square root of Ave is presented in bold

Structural Model: Prior to conducting SEM analysis, the preliminary evaluations for normality, outliers and missing values in the data which often affect model fitness were conducted and no anomalies were established. Thus, after satisfying measurement model requirements, SEM was conducted. The outcomes of SEM model fitness consistently depicted acceptable model fit (chi-square = 1,426; DF = 1; p = 0.232; NFI= 0.979; CFI = 0.993; TLI = 0.958; chi-square/DF=1.426 and RMSEA=0.046). According to Figure 1, the R-squared value for the endogenous latent variables effectiveness (0.05) and performance (0.25) reflects acceptable model adequacy. Precisely, the results review that the structural model explains better (25%) variance in the performance variable compared to the effectiveness variable (5%).

Figure 1: Structural Model



The results of path analysis through SEM are illustrated in Table 5. Results review that, of the five hypotheses studied, three were significant (Also see Figure 1). Thus, hypotheses H1, H2 and H5 were significant whereas H3 and H4 were not significant. Precisely, the path analysis reviewed that modern advertising media positively and significantly influences communication effectiveness ($\beta=.206$; $p=0.003$) as well as firm performance ($\beta=.260$; $p<0.0001$). The positive and significant relationship was also established between communication effectiveness and firm performance ($\beta=.357$; $p<0.0001$). On the contrary, even though positive the influence of traditional advertising media on communication effectiveness ($\beta=.093$; $p=0.176$) as well as firm performance ($\beta=.086$; $p=0.161$) was insignificant.

Table 5: Hypotheses Results Direct Path Analysis

Hypothesised Relationships	β	S.E.	C.R.	P	Reject H ⁰
H ¹ Modern Media → Effectiveness	,206	,062	3,005	,003	Yes
H ² Modern Media → Performance	,260	,055	4,158	***	Yes
H ³ Traditional Media → Effectiveness	,093	,111	1,353	,176	No
H ⁴ Traditional Media → Performance	,086	,097	1,400	,161	No
H ⁵ Effectiveness → Performance	,357	,061	5,688	***	Yes

Furthermore, post hoc mediation analysis was conducted to ascertain the mediating effects of media effectiveness on the paths between the types of media (modern and traditional) with firm performance. The software Amos Ver. 24 was utilised to measure the mediating effects in the model. Utilising the Baron and Kenny (1986) approach the results indicated that the mediator variable (media effectiveness) had partial mediation between modern media and firm performance whereas there was no mediation between traditional media and firm performance. Firstly, the link between modern media and firm performance was found to be significant and positive ($\beta=.282$; $p<0.0001$) before the introduction of the moderator variable and still remained significant and positive ($\beta=.260$; $p<0.0001$). However, the slight decrease in the regression weight implies partial mediation. Secondly, the link between traditional media and firm performance was insignificant even though positive ($\beta=.104$; $p=0.150$) prior to the mediator variable inclusion. The path remained insignificant and positive ($\beta=.086$; $p=0.161$) when mediated by media effectiveness implying that there was no mediation.

5. Conclusion

The results of this study clearly indicate that there are significant differences regarding the two typologies of media that were being investigated. The study substantiated that the effectiveness of modern media and the subsequent impact on firm performance is very high amongst retail SMEs in South Africa. Contrastingly, traditional media in the contemporary environments was posited as of a lesser influence and value towards

media effectiveness and firm performance of small retail SMEs. Although these establishments contradict findings from other past researches (Kilian et al., 2012; Nielsen, 2009) which established no substitution of traditional media by new media, the results established positive precautionary implications towards the future in this regard. However, the study's findings are consistent with establishments in more recent studies (Ahmad, Bakar, & Ahmad, 2018; Bannor et al., 2017) which indicated a replacement of traditional media by new forms of media and a shift in the audience attention towards online channels. This substantiates assertions that have become prevalent that considerable scores of internet users are watching less television, as well as reducing their newspaper reading and listening to the radio (Palmer, & Koenig-Lewis, 2009).

Thus, challenges pertaining to conventional media are poised to grow towards facing utter demise and loss of revenue. The above results are substantiated by the finding of a negative relationship between overall communication effectiveness and the use of traditional media. Thus, there is no communication effectiveness that could be derived from using conventional media by retail SMEs. Furthermore, post hoc mediation analysis that was conducted indicated that media effectiveness played a role as pertains to the relationship between modern media and firm performance. Although there was no full mediation, the media effectiveness positively contributed to firm performance in modern media. Thus, a positive relationship implies that there are positive connotations within the link. However, this mediation was not established as pertains to the link between traditional media, media effectiveness and firm performance. Thus, there is no positive and strong link between media effectiveness and firm performance that can be traced to traditional media.

The implications of this study are primarily in signalling the demise of traditional advertising media in contemporary environments. For some time, it has been argued that new media could be integrated with traditional media. However, this study revealed that marketing communication practitioners need to prepare for upheaval and transformation in terms of communication. The results unearthed that there is an outright incompatibility between traditional media and new media from the perspective of retail SMEs. Coupled with an increase in the insatiable adoption of mobile technologies by the populace, there is a need to increase focus on new media. The increase in the prominence of new media is in line with the pervasiveness of technology and the dependence of new media in the technological era. With the exponential global growth in electronic communications, small retail businesses should endeavor to gain a competitive advantage by utilising technologically compliant communication media to interact with customers.

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